90-Day LinkedIn Content Plan

Template Link: ⊞ 90-Day Linkedin Content Plan

Step-by-step Breakdown

Step 1: Define Your Persona

Before using the calendar, make a copy of this template and complete the setup section at the top of the template:

- LinkedIn profile URL
- Target audience
- Three core content pillars
- Desired positioning (how you want to be known)

This ensures all content is aligned and consistent.

Step 2: Understand the Content Categories

Each post in the plan is classified by funnel stage:

- **TOFU (Top of Funnel):** Awareness and reach
- **MOFU (Middle of Funnel):** Education and trust-building
- **BOFU (Bottom of Funnel):** Proof and demand generation

The balance between these categories is intentional and should be maintained as much as possible.

Step 3: Follow a Weekly Posting Cadence

Each week includes three posts designed to serve different objectives.

- Publish three times per week (for example: Monday, Wednesday, Friday)
- Space out the timing between posts
- Avoid increased frequency until performance patterns are clear

Quality and consistency are more important than volume.

Step 4: Use the Post Description & Examples for Inspiration

For each post:

- Reference the Description column for ideation
- Use the Format column depending on the attachment
- Review the Examples to analyze how they worked for others

Examples should used for inspiration, not be copied or replicated directly.

Step 5: Add your POV

Each post should be adapted to reflect your own experience and perspective.

Before publishing, ensure the post includes:

- Your unique POV & lived experiences
- What's in it for the audience
- Why it matters now

Personal context is required for authenticity and credibility.

Step 6: Track Performance Weekly

At the end of each week, review performance indicators:

- Impressions
- Saves/sends
- Profile visits
- Comments or DMs

The goal is to identify patterns over time.

Step 7: Repurpose High-Performing Content

Posts with strong performance can be repurposed into different formats, such as:

- Carousels
- Cheat Sheets
- Templates
- Playbooks

This helps build a reusable content library over time.

Step 8: Repeat and Refine the System

At the end of the 90-day period:

- Review overall performance
- Double down on what works
- Mix it with new ideas or experiments
- Set up your next 90 days with an improved plan

This plan is intended to function as a repeatable content system, not a one-time calendar.