FREE PACK · FROM SUBTIBLO

The 20-Minute Week

A month of social posts planned for you, and a checklist that makes every post look like *your* brand.



30-day post calendar
One post idea for every day, so you never start from a blank page.

Write-all-7 worksheet
Write a whole week of posts in one sitting.

Brand-look checklist
Your colours, fonts, logo spot and voice, on one page.

Subtiblo

START HERE

How to use this pack

Set aside 20 minutes once a week. That's it. Here's the order.

1

Fill in your brand look

Do the checklist on page 6 once. It takes 10 minutes and you'll use it on every post.

2

Write all 7 at once

Pick this week's 7 ideas from the calendar and write them on the worksheet in one sitting.

3

Make, then post

Design them in your look, check them against the list on page 7, and post one a day.

THE 7-DAY FORMULA

One post type per day

Don't invent 7 new ideas every week. Give each day a job. The calendar follows this pattern.

Monday	**Spotlight**	Show one product or service and why people love it.
Tuesday	**How-to tip**	Teach one quick thing your customers ask about.
Wednesday	**Behind the scenes**	How it's made, your workspace, a normal day.
Thursday	**Customer**	A review, a customer photo (with their OK) or an answered question.
Friday	**Offer**	This week's deal, a bundle, or something new.
Saturday	**You and your team**	The people behind the business. People buy from people.
Sunday	**Question**	Ask your followers something. Replies help more people see you.

30-DAY POST CALENDAR · DAYS 1–15

Your month of post ideas

1 MON — SPOTLIGHT
Your best-seller, and the one reason people love it.
☐ Posted

2 TUE — HOW-TO TIP
The quick tip your customers ask about most.
☐ Posted

3 WED — BEHIND THE SCENES
How one product is made, or one job is done, in 3 photos.
☐ Posted

4 THU — CUSTOMER
A 5-star review, as a big quote.
☐ Posted

5 FRI — OFFER
This week's deal, with an end date.
☐ Posted

6 SAT — YOU AND YOUR TEAM
Meet the owner: why you started.
☐ Posted

7 SUN — QUESTION
This or that? A poll between two of your products.
☐ Posted

8 MON — SPOTLIGHT
Something you offer that most people don't know about.
☐ Posted

9 TUE — HOW-TO TIP
A common mistake people make, and how to avoid it.
☐ Posted

10 WED — BEHIND THE SCENES
Your workspace, the way it really looks.
☐ Posted

11 THU — CUSTOMER
A customer photo or story (ask first).
☐ Posted

12 FRI — OFFER
A bundle: two things that go together.
☐ Posted

13 SAT — YOU AND YOUR TEAM
Meet someone on your team, with one fun fact.
☐ Posted

14 SUN — QUESTION
What should we make or offer next?
☐ Posted

15 MON — SPOTLIGHT
A before and after of what you do.
☐ Posted

Start on any Monday. Tick each day when it's posted.

30-DAY POST CALENDAR · DAYS 16–30

Keep going

16 TUE — HOW-TO TIP
How to get the most from your product or service.
☐ Posted

17 WED — BEHIND THE SCENES
Your day in 3 moments: morning, midday, close.
☐ Posted

18 THU — CUSTOMER
The question you get asked most, answered.
☐ Posted

19 FRI — OFFER
A seasonal or limited-time special.
☐ Posted

20 SAT — YOU AND YOUR TEAM
Your favourite thing about your town or community.
☐ Posted

21 SUN — QUESTION
What's your best tip for (something you sell)?
☐ Posted

22 MON — SPOTLIGHT
Your newest product or service.
☐ Posted

23 TUE — HOW-TO TIP
A myth in your industry, busted in one line.
☐ Posted

24 WED — BEHIND THE SCENES
Something that went wrong, and how you fixed it.
☐ Posted

25 THU — CUSTOMER
Three reasons customers choose you.
☐ Posted

26 FRI — OFFER
A free extra, or a reward for referring a friend.
☐ Posted

27 SAT — YOU AND YOUR TEAM
A milestone, and a thank-you to your customers.
☐ Posted

28 SUN — QUESTION
Caption this photo.
☐ Posted

29 MON — SPOTLIGHT
Everything someone gets when they buy from you.
☐ Posted

30 TUE — HOW-TO TIP
Your favourite tool or trick, and why.
☐ Posted

Finished the month? Start again: same days, new photos and new words.

WRITE ALL 7 AT ONCE

This week's posts

The rule: a headline of 7 words or fewer, plus one line under it. Steal from your own website: your best words are already on your product pages, your about page and your reviews.

DAY	HEADLINE (7 WORDS MAX)	ONE LINE UNDER IT	WORDS TAKEN FROM
Monday Spotlight			
Tuesday How-to tip			
Wednesday Behind the scenes			
Thursday Customer			
Friday Offer			
Saturday You and your team			
Sunday Question			

BRAND-LOOK CHECKLIST

Make every post look like you

Most small business posts look random because every one is a new design. Decide these once, then use them every time. That's what makes people recognise you before they read your name.

2 colours

One main colour and one accent. Take them from your logo or your website.

main

accent

Main colour code _____

Accent colour code _____

2 fonts

One bold font for headlines, one plain font for everything else. Never more than two.

Headline font _____

Body font _____

Headline size on a post _____

1 logo spot

Put your logo in the same corner, at the same size, on every post.

Corner (e.g. bottom right) _____

Size (e.g. 10% of the width) _____

1 photo style

Same light, same kind of background, same feel. Bright and clean, or dark and moody: pick one.

My photo style _____

Background I use _____

Your voice in 3 words

How you sound. For example: friendly, bold, local.

1 _____ 2 _____ 3 _____

Words you use, and words you don't

Say it the way your customers do.

We say _____

We never say _____

BEFORE YOU POST

The 30-second check

Run every post through this list. If it passes, post it.

Does it look like you?

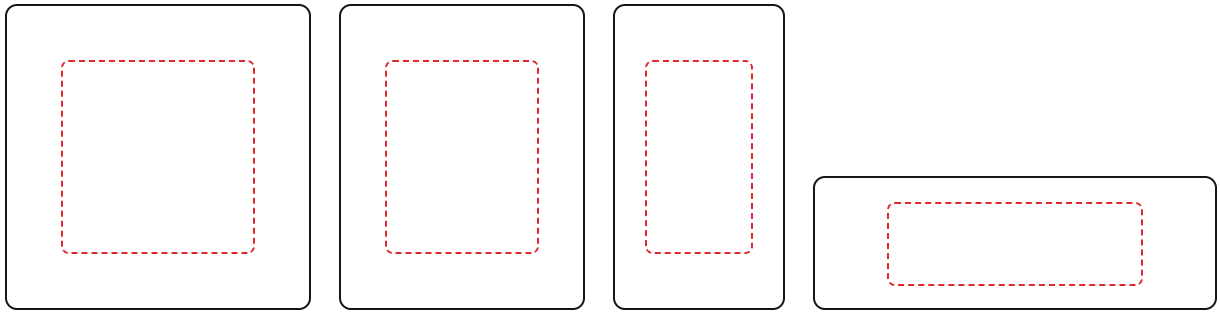
- [ ] Only my 2 colours
- [ ] Only my 2 fonts
- [ ] Logo in my usual corner, usual size
- [ ] Photo matches my photo style
- [ ] Sounds like my 3 voice words

Will people get it?

- [ ] Headline is 7 words or fewer
- [ ] Readable on a phone, at arm's length
- [ ] One message only, not three
- [ ] Says what to do next (visit, book, reply)
- [ ] Spelling checked, prices right

Every size without redoing it

Feed, story, reel and banner are different shapes. Keep your words and your product inside the dashed middle area, away from the edges, and the same design can be cropped to every size.



Feed 1:1 · Feed 4:5 · Story / reel 9:16 · Banner

Want the making part done in minutes?

Subtiblo reads your website and makes posts and ads in your look, in every size. Paste your link, pick your ideas from this calendar, and download.

subtiblo