

SHELeads India

A practical, downloadable template for women entrepreneurs.

Content Strategy Blueprint

Your rhythm, your pillars, and reusable hook + CTA prompts.

Fill in your rhythm and pillars once. Keep the hook and CTA prompts nearby for your next few posts — read the blog post for the full "score 1 vs score 5" description of each.

1. Your Rhythm

Count your actual posts per week over the last month — that's your honest starting number, not your goal. My rhythm: _____ posts / week

2. Your Pillars

Write the 2-3 topics people actually ask you about most. Pillar 1: _____ Pillar 2: _____ Pillar 3: _____

3. Hook Prompts (reuse these openers)

"Can we talk about ___?" · "Nobody tells you this about ___..." · "I used to think ___, until..." · "Quick question: do you ever ___?"

4. CTA Prompts (pick exactly one per post)

"Comment [word] and I'll send you ___." · "Save this for later." · "DM me if this is you." · "Link in bio to get yours."
