



FREE
RESOURCE

The 90-Day Content Calendar for Therapists

A weekly posting plan across newsletters, YouTube, and social built around your course launch cycle.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ Weeks 1–4: Audience building phase content
- ✓ Weeks 5–8: Pre-launch warming content
- ✓ Weeks 9–12: Launch and post-launch content
- ✓ Topic ideas for all 5 content pillars

Content That Builds Toward a Launch

Random posting builds followers. Strategic posting builds buyers

Most therapists who build content audiences do so by posting whatever feels relevant that week. This creates an engaged audience that has no idea a course is coming - and then feels surprised when it is. Strategic content is different.

Strategic content is written backwards from your launch date. Every post, newsletter, and video from week 1 is slowly building the case for your course without ever mentioning it. By launch week, your audience has already decided - they're just waiting for the cart to open.

- Phase 1 (Weeks 1-4): Build trust by teaching your core content pillar
- Phase 2 (Weeks 5-8): Name the problem your course solves - repeatedly
- Phase 3 (Weeks 9-10): Pre-announce and beta launch
- Phase 4 (Weeks 11-12): Full launch and post-launch nurture

Use this calendar as a template. The topic ideas are starting points - replace any that don't fit your specific niche. The phase structure is non-negotiable.

"Random posting builds followers. Strategic posting builds buyers."

— Therapist Growth Partner

Phase 1 & 2: Weeks 1-8

1 What content will you create in the audience-building phase?

Weeks 1-8 are about trust-building. No course mentions. Just consistent, specific value.

WEEKS 1-4 TOPIC BANK (pick 4):

Newsletter: 'The one thing I wish someone had told me about [your topic]'

YouTube: 'Why [common advice in your niche] is wrong - and what to do instead'

Short-form: '3 signs you're ready to build a course from your clinical work'

Newsletter: 'The transformation I see most often in my clinical work (and why it matters)'

YouTube: 'The most common mistake I see [your audience] make with [topic]'

YOUR ANSWER:

Write your 4 Week 1-4 content topics (one per channel: newsletter, YouTube, short-form, email):

WEEKS 5-8 TOPIC BANK (problem-naming phase):

- Newsletter: 'Why [common solution] doesn't work for most people with [problem]'
- YouTube: 'The [problem] pattern I see over and over - and the shift that changes everything'
- Short-form: 'What actually stops people from [achieving outcome] (it's not what you think)'

Every Week 5-8 piece should name a problem your course solves. You're not pitching - you're demonstrating deep understanding. That's what earns trust.

Phase 3 & 4: Launch Weeks

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What will you publish during your launch window?

Weeks 9–12 are your only weeks to sell. Every piece of content should drive to the cart.

THE LAUNCH WEEK CONTENT SCHEDULE:

Monday (cart open): Newsletter - 'The beta is open' + full offer details.

Tuesday: Short-form - 'What you get inside [course name]' (transformation-focused).

Wednesday: YouTube - 'My full story: why I built [course name]'

Thursday: Email - FAQ or objection-handling email to your list.

Friday (cart close): Final email - 'Closing tonight' with student quote if available.

YOUR ANSWER:

Map your launch week. Write the topic/hook for each day's piece of content:

POST-LAUNCH CONTENT (Weeks 11–12):

- Newsletter: 'What I learned from my first beta cohort' (builds credibility for next launch)
- YouTube: 'Student story: what changed after [course name]' (social proof content)
- Short-form: 'The question I asked every beta student - and what they said'

Post-launch content is as important as pre-launch. It keeps momentum, builds social proof, and warms your list for the next launch cycle.

Your 90-Day Calendar: In Motion

YOUR STATEMENT - complete and write it here:

“Phase 1 starts [date]. My launch window is Week [9–10]. Cart opens [date]. I will publish [N] pieces of content per week across [channels].”

What Happens Next

1 Set your launch date first

Work all 90 days backwards from your cart-open date. Everything else follows from this one anchor.

2 Batch-write Weeks 1-4 content this weekend

Write all 4 newsletters, 2 YouTube outlines, and 8 short-form hooks before Week 1 starts. Remove the weekly decision burden.

3 Schedule, don't post live

All content should be scheduled 1 week in advance. Posting in real time creates inconsistency and missed deadlines.

4 Review Phase 1 performance before Phase 2

After Week 4, check: which posts drove the most replies/engagement? Write Phase 2 in the style of your top performer.

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