

THE
VISIBILITY VAULT™
BY MAZTER MINDZ MEDIA

THE LOCAL VISIBILITY CONTENT CALENDAR™

A simple system to plan consistent content that builds visibility, engagement and trust all year long.

Content Ideas:

- Educate
- Inspire
- Connect
- Promote
- Engage



MAZTER MINDZ MEDIA

BE SEEN. BE FOUND. GET CHOSEN.

Why a Content Calendar?

Consistent content keeps your business top of mind with your audience and with AI. A content calendar helps you:

- ✓ Stay organized and save time
- ✓ Show up Consistently
- ✓ Build trust
- ✓ Increase visibility in search and social
- ✓ Turn followers into customers



The goal isn't always more content.
It's the right content, shared consistently.

MONTHLY CONTENT OVERVIEW

Plan your content by theme to stay focused.

JAN	Fresh Start & Goal Setting, New Year
FEB	Love Your Customers, Valentine's
MAR	Education & Expertise, March Madness
APR	Spring Into Action
MAY	Client Appreciation, Mother's Day, Memorial Day
JUN	Behind the Scenes, Father's Day
JUL	Summer Tips, 4 th of July
AUG	Back to Business, Back to School
SEP	Community Focus
OCT	Spooky Good Tips, Fall Cleanup, Halloween
NOV	Thankful & Grateful, Thanksgiving, Veterans
DEC	Celebrate & Reflect, Holidays



Adjust themes to fit your business, audience, and industry.

WEEKLY CONTENT CALENDAR

Use this weekly structure as a simple guide.

MON	Motivate Monday Inspiration, quotes, mindset
TUE	Tip Tuesday Helpful tip or how-to
WED	Win Wednesday Client result, testimonial, success story
THU	Thankful Thursday Shout out, team highlight, gratitude
FRI	Fun Friday Behind the scenes, humor, polls, Q&A
SAT	Story Saturday Longer story, blog, or feature
SUN	Share Sunday Community, events, causes



Keep it flexible. Consistency matters more than perfection does.

CONTENT IDEAS STARTER LIST

Use these prompts when you need inspiration

- ✓ Share a client success story
- ✓ Answer a frequently asked question
- ✓ Show your process step-by-step
- ✓ Highlight a team member
- ✓ Share a behind-the-scenes moment
- ✓ Post a customer review
- ✓ Talk about a common mistake
- ✓ Share a tool or resource you love
- ✓ Celebrate a local event
- ✓ Share a tip of the week
- ✓ Before & After
- ✓ Create a poll or ask a question
- ✓ Leverage AI for ideas about your industry



MONTHLY PLANNING TEMPLATE

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Map out your content for the month ahead

MONTH: _____ THEME: _____

SUN	MON	TUE	WED	THU	FRI	SAT



Plan in advance. Batch your content. And Share!

CONTENT BATCHING CHECKLIST

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Save time by batching & scheduling your content



- ☐ Choose a day to plan and create
- ☐ Brainstorm ideas for the month
- ☐ Write captions and key messages
- ☐ Take or gather your photos/videos
- ☐ Name files with AEO/SEO rich filenames
- ☐ Create graphics or templates
- ☐ Schedule your content
- ☐ Engage with your audience daily



AI SHORTCUT

Use this prompt in ChatGPT:

"Create a 7-day social media content plan for my business based on this month's theme. Include post ideas, captions, and suggested images."



QUICK WIN

Spend 15 minutes today:

- Choose your next month's theme
- Write 5 post ideas
- Schedule one post for this week



MMM PRO TIP

Batching your content in advance keeps your business visible, builds trust with your audience, and saves you hours every week. Plan once. Show up all month.

CONTENT TYPES THAT WORK

Mix up your content to keep your audience engaged.



EDUCATE

Tips, how-tos, FAQs, insights



INSPIRE

Motivation, quotes, success stories



CONNECT

Community, events, spotlights



PROMOTE

Offers, services, announcements



BEHIND THE SCENES

Process, day in the life, team

Consistency builds visibility.
Visibility builds trust.
Trust builds customers.



Need help creating a custom
strategy for your business?

LET'S TALK!



WWW.MAZTERMINDZMEDIA.COM

OTHER RESOURCES

Keep Learning. Keep Growing. Keep Showing Up.

AI PROMPT: CONTENT IDEA GENERATOR

Type this prompt into ChatGPT (or your favorite AI tool):



“You are a marketing expert. Create 10 social media post ideas for my business in the [YOUR INDUSTRY] industry. My target audience is [DESCRIBE YOUR IDEAL CUSTOMER]. The goal is to educate, inspire and build trust, not just sell. Include a mix of tips, behind-the-scenes, FAQs, and customer-focused content.”

OTHER VOLUMES IN THE VISIBILITY VAULT™

- 1 AI Readiness Guide
- 2 Google Business Profile Playbook
- 3 Local Visibility Content Calendar™
- 4 Visibility Photo Library™

Explore the Full Vault

Every guide is designed to help you
Be Seen. Be Found and Get Chosen.



SCAN TO ACCESS
THE VISIBILITY VAULT™