

PLANVORA

Social Media Content Creator Kit

GLOBAL PREMIUM 2.0

100 IDEAS • 50 HOOKS • 30 CTAs

A practical system to plan, write, repurpose and improve content.

100 CONTENT IDEAS

50 HIGH-CONVERTING HOOKS

30 CTA IDEAS

REELS • STORIES • CAROUSELS

AI • BATCHING • ANALYTICS

TOOLS FOR A BRIGHTER BUSINESS

WORKFLOW

How to Use the Kit

A simple workflow from blank page to published content.

01 **DEFINE**

Audience + goal

02 **PLAN**

Pillars + calendar

03 **IDEATE**

100 ideas + angles

04 **HOOK**

50 opening frameworks

05 **WRITE**

Captions + CTAs

06 **CREATE**

Reels + Stories + Carousels

07 **BATCH**

Create more in less time

08 **MEASURE**

Track + refresh

FOUNDATION

Audience Snapshot

Create for a specific person, problem and desired outcome.

Ideal audience:

Their current problem:

Desired outcome:

Top questions:

Buying trigger:

Preferred content format:

Action you want next:

Proof they need to see:

WORK SPACE

Draft notes, examples,
research or decisions.

STRATEGY

Content Pillar Builder

Build a balanced system instead of repeating one type of post.

Pillar 1 — Educate:

Pillar 2 — Trust:

Pillar 3 — Engage:

Pillar 4 — Convert:

Pillar 5 — Community:

Primary CTA:

Weekly mix:

One pillar to strengthen:

WORK SPACE

Draft notes, examples,
research or decisions.

BRAND

Brand Voice

Make every post recognizably yours.

3 words that describe the brand:

Tone:

Words to use:

Words to avoid:

Sentence style:

Signature phrase:

Proof style:

CTA style:

WORK SPACE

Draft notes, examples,
research or decisions.

100 IDEAS

100 Content Ideas — Educate

20 real, ready-to-adapt prompts. Replace the bracketed context with your niche.

- 001

Explain the beginner's version of your core topic
- 002

Share 3 steps to achieve a specific result
- 003

Teach one shortcut that saves time
- 004

Break down a confusing concept in simple language
- 005

Show a common mistake and the fix
- 006

Create a checklist for a recurring task
- 007

Answer the most common customer question
- 008

Compare two approaches and explain when to use each
- 009

Share 5 things beginners should know
- 010

Explain what to do before starting a project
- 011

Give a simple framework for making a decision
- 012

Share a myth and the truth behind it
- 013

Show a process from start to finish
- 014

Teach one useful formula or calculation
- 015

Explain a term your audience hears often
- 016

Share a mini tutorial using one example
- 017

Give a do/don't list
- 018

Show how to troubleshoot a common problem
- 019

Explain what changed in your industry
- 020

Share 3 tools that improve a workflow

100 IDEAS

100 Content Ideas — Trust

20 real, ready-to-adapt prompts. Replace the bracketed context with your niche.

- 021

Tell the story behind your business
- 023

Show your behind-the-scenes process
- 025

Introduce the people behind the brand
- 027

Show what happens before delivery
- 029

Share a personal lesson relevant to your niche
- 031

Share a belief that shapes your business
- 033

Share a before/after process
- 035

Share a surprising customer insight
- 037

Share a mistake you no longer make
- 039

Explain why you chose your method
- 022

Share a lesson from a failed attempt
- 024

Explain how you make an important decision
- 026

Share a customer transformation story
- 028

Explain a quality-control step
- 030

Show your workspace or workflow
- 032

Explain what you refuse to compromise on
- 034

Show how you handle a difficult request
- 036

Tell the story of your first win
- 038

Show the research behind an offer
- 040

Share a result with the context behind it

100 IDEAS

100 Content Ideas — Engage

20 real, ready-to-adapt prompts. Replace the bracketed context with your niche.

- 041

Ask your audience to choose between two options
- 043

Ask what their biggest challenge is
- 045

Ask for an unpopular opinion
- 047

Ask what they want you to explain next
- 049

Ask a yes/no question with a strong opinion
- 051

Ask followers to rate a common practice
- 053

Ask what they would do in a scenario
- 055

Ask followers to vote on your next topic
- 057

Ask what they wish they knew sooner
- 059

Invite followers to share a small win
- 042

Run a this-or-that question
- 044

Create a fill-in-the-blank prompt
- 046

Invite followers to share their best tip
- 048

Use a poll around a buying decision
- 050

Create a 'which one are you?' post
- 052

Invite people to finish your sentence
- 054

Share a debate and request both sides
- 056

Create a quiz around your niche
- 058

Ask for one-word reactions
- 060

Ask which resource they need most

100 IDEAS

100 Content Ideas — Convert

20 real, ready-to-adapt prompts. Replace the bracketed context with your niche.

- 061

Show the problem your offer solves
- 063

Answer the biggest objection before the sale
- 065

Share a customer result with context
- 067

Explain who your offer is and is not for
- 069

Share a FAQ about buying
- 071

Present a limited-time bonus clearly
- 073

Show the cost of the problem vs the solution
- 075

Give a quick-start use case
- 077

Show 3 ways to use the product
- 079

Invite people to book, buy, or download
- 062

Explain the top 3 benefits of your offer
- 064

Show your product/service in action
- 066

Compare your offer with the DIY alternative
- 068

Show the transformation your process creates
- 070

Explain what happens after purchase
- 072

Create a product walkthrough
- 074

Share proof and explain what created the result
- 076

Explain your guarantee or risk reducer
- 078

Highlight a feature through a real benefit
- 080

Create a final-call post with a clear deadline

100 IDEAS

100 Content Ideas — Community

20 real, ready-to-adapt prompts. Replace the bracketed context with your niche.

- 081

Celebrate a customer or community win
- 082

Share a weekly community question
- 083

Feature a follower's answer
- 084

Highlight a useful comment
- 085

Create a recurring weekly prompt
- 086

Ask followers to introduce themselves
- 087

Share a community milestone
- 088

Invite user-generated content
- 089

Create a challenge around one small action
- 090

Ask for recommendations
- 091

Share a community resource
- 092

Feature a customer story
- 093

Ask what topic deserves a live session
- 094

Create a 'help each other' thread
- 095

Share a lesson learned from your audience
- 096

Invite questions for a Q&A
- 097

Ask followers to submit examples
- 098

Celebrate progress instead of perfection
- 099

Create a monthly community recap
- 100

Ask what should be improved next

50 HOOKS

50 High-Converting Hooks — Part 1

Use the framework as-is or replace the placeholders for your audience.

- 01

Stop doing {X} if you want {Y}.
- 03

Nobody tells you this about {topic}.
- 05

The fastest way to {result} without {pain}.
- 07

You don't need {common belief} to get {result}.
- 09

Most people overcomplicate {topic}. Try this instead.
- 11

Want {result}? Start with this one change.
- 13

Save this before you forget it.
- 15

One small change can improve your {result}.
- 17

If you're struggling with {problem}, do this.
- 19

Don't buy/build/start {X} until you know this.
- 21

Here's exactly how I'd approach {topic} today.
- 23

5 things I'd never ignore when doing {task}.
- 25

Here's the difference between {A} and {B}.
- 02

3 mistakes that are quietly hurting your {result}.
- 04

Before you {action}, read this.
- 06

If I had to start {topic} again, I'd do this first.
- 08

Here's what I'd fix first if I were you.
- 10

The simple framework I use for {result}.
- 12

This is why your {effort} isn't working.
- 14

3 signs you're ready for {next step}.
- 16

The mistake I see again and again in {topic}.
- 18

Here's the part of {topic} nobody explains.
- 20

The beginner-friendly way to {result}.
- 22

You can stop {pain} by changing this.
- 24

The checklist I wish I had sooner.

50 HOOKS

50 High-Converting Hooks — Part 2

Use the framework as-is or replace the placeholders for your audience.

- 26

Most advice about {topic} misses this.
- 28

A better way to think about {topic}.
- 30

The lesson behind our biggest {win}.
- 32

A customer asked me this, so here's the answer.
- 34

If I could give you one piece of advice, it's this.
- 36

The 10-minute version of {topic}.
- 38

Do this, not that, when {situation}.
- 40

You probably don't need more {thing}; you need this.
- 42

Here's how to make {task} much easier.
- 44

What would you do in this situation?
- 46

The easiest way to turn {input} into {output}.
- 48

If {problem} sounds familiar, this is for you.
- 50

The overlooked step that improves {result}.
- 27

Try this before spending more time or money.
- 29

Here's what happened when we changed {X}.
- 31

Behind the scenes: how we actually {process}.
- 33

Let's settle this: {option A} vs {option B}.
- 35

Your {result} may be stuck because of this.
- 37

Here's a real example of {result}.
- 39

The truth about {topic} in 30 seconds.
- 41

3 questions to ask before {action}.
- 43

One framework. One example. One clear next step.
- 45

Before you scroll: check this on your {asset}.
- 47

Your next {post/project/campaign} can start here.
- 49

This is the system behind our {result}.

30 CTAS

30 CTA Ideas

Match the call to action to the actual goal of the post.

- 01

Save this for later.
- 02

Comment with your biggest challenge.
- 03

Share this with someone who needs it.
- 04

Follow for more practical tips.
- 05

DM me the word GUIDE.
- 06

Download the free resource.
- 07

Get the full template.
- 08

Book your next step.
- 09

Start today.
- 10

Try this and tell me what happened.
- 11

Which one would you choose?
- 12

Vote below.
- 13

Send this to a teammate.
- 14

Add your answer in the comments.
- 15

Grab the checklist.
- 16

See the full walkthrough.
- 17

Get the toolkit.
- 18

Join the list for more.
- 19

Reply with your question.
- 20

Tell me what you want next.
- 21

Use the link to get started.
- 22

Book a quick call.
- 23

Shop the offer.
- 24

Claim the bonus.
- 25

Get the details.
- 26

Save this framework.
- 27

Tag a friend who needs this.
- 28

Comment 'YES' if this helped.
- 29

DM me and I'll point you in the right direction.
- 30

Ready to build yours? Start here.

CAPTIONS

Caption Formula Library

10 repeatable structures

- 01 Hook → Context → Value → CTA
- 02 Problem → Insight → Solution → CTA
- 03 Story → Lesson → Action
- 04 Myth → Truth → Proof
- 05 Before → After → How
- 06 Mistake → Fix → Checklist
- 07 Question → Answer → CTA
- 08 List → Explanation → Save
- 09 Case Study → Result → Lesson
- 10 Offer → Benefits → Proof → CTA

QUICK NOTES

CAPTIONS

Caption Builder

Write the post before you design it.

Hook:

Context:

3 key points:

Proof / example:

Takeaway:

CTA:

Keywords / hashtags:

QUICK NOTES

CAROUSEL

Carousel Planner

Build a swipe-worthy narrative.

Slide 1 — Hook:

Slide 2 — Problem:

Slide 3 — Insight:

Slide 4 — Step:

Slide 5 — Example:

Slide 6 — Takeaway:

Slide 7 — CTA:

QUICK NOTES

REELS

Reel Planner

Plan the first 3 seconds, the value and the next action.

Hook:

Visual opening:

Talking points:

B-roll:

On-screen text:

CTA:

Caption:

Editing notes:

QUICK NOTES

STORIES

Story Sequence Builder

Use 5 frames to move from attention to action.

Frame 1 — Hook:

Frame 2 — Context:

Frame 3 — Value:

Frame 4 — Interaction:

Frame 5 — CTA:

Sticker / poll:

Link / DM action:

QUICK NOTES

REPURPOSE

Content Repurposing Matrix

Turn one strong idea into multiple assets.

Core idea:

Reel version:

Carousel version:

5 Story frames:

Email version:

Short post:

Lead magnet angle:

CTA:

NOTES / EXAMPLES

BATCH

Content Batch Planner

Create several assets in one focused session.

Batch date:

Posts to write:

Reels to record:

Stories to prepare:

Graphics to design:

Captions:

Scheduling:

Repurpose before publishing:

NOTES / EXAMPLES

DISCOVERY

Hashtag & Keyword Planner

Make discovery intentional.

Primary keyword:

Secondary keywords:

Audience phrases:

Questions people search:

Branded hashtag:

Topic hashtags:

Search intent:

Placement:

NOTES / EXAMPLES

BRIEF

Content Brief

Give every piece a clear job before creation.

Campaign / theme:

Audience:

Objective:

Pillar:

Format:

Hook:

Key message:

Proof + CTA:

NOTES / EXAMPLES

ANALYTICS

Best-Performing Content Analyzer

Find patterns worth repeating.

Top post:

Why it worked:

Hook pattern:

Topic:

Format:

CTA:

Audience response:

What to repeat:

NOTES / EXAMPLES

OPTIMIZE

Content Refresh Planner

Update proven ideas instead of starting from zero.

Original post:

What worked:

New hook:

New format:

Updated insight:

New CTA:

Republish date:

Repurpose into:

NOTES / EXAMPLES

CALENDAR

30-Day Content Calendar

Map content across pillars, formats and goals.

Day 1:

Day 2:

Day 3:

Day 4:

Day 5:

Day 6:

Day 7:

Weekly CTA:

NOTES / EXAMPLES

LAUNCH

Product Launch Content

Build a simple pre-launch → launch → proof → final-call sequence.

Pre-launch:

Launch:

Proof:

Objection / FAQ:

Bonus:

Deadline:

Final call:

Post-launch:

NOTES / EXAMPLES

LEADS

Lead Magnet Promotion

Turn content into qualified leads.

Lead magnet:

Problem:

Post hook:

Story angle:

Reel angle:

CTA:

Follow-up DM:

Email follow-up:

NOTES / EXAMPLES

AI

AI Prompt Library

Accelerate ideation while keeping human judgment and brand voice.

Generate 20 content angles for [audience] + [offer].

Write 10 hooks for [topic] in [brand voice].

Turn this post into a Reel, carousel and 5 Stories: [content].

Analyze these results and suggest 5 tests: [data].

Create 10 CTA variations for [objective].

Rewrite this caption for clarity without changing the meaning.

Create 5 objections and useful responses for [offer].

Repurpose this long-form content into a 7-day sequence.

NOTES / EXAMPLES

ACTION

30-Day Action Plan

Turn the kit into a repeatable operating rhythm.

Week 1 — Foundation + pillars

Week 2 — Create + publish

Week 3 — Repurpose + promote

Week 4 — Analyze + optimize

Daily non-negotiable:

Weekly KPI:

Experiment to run:

Review date:

NOTES / EXAMPLES

TEMPLATES

Educational Post Templates

Turn expertise into useful posts.

3 steps to [result]

5 mistakes to avoid

Beginner's checklist

Myth vs truth

Do this, not that

Mini tutorial

FAQ answer

Before/after lesson

NOTES / EXAMPLES

Customize these frameworks
for your niche and offer.

TEMPLATES

Engagement Post Templates

Create conversations instead of broadcasting.

This or that

Fill in the blank

Unpopular opinion

Rate this 1–10

What is your biggest challenge?

Choose your next topic

What would you add?

Share your small win

NOTES / EXAMPLES

Customize these frameworks
for your niche and offer.

TEMPLATES

Promotional Post Templates

Sell through relevance, proof and clarity.

Problem → solution

Benefit → proof

Customer result

Feature → benefit

FAQ / objection

Offer comparison

Limited-time bonus

Final call

NOTES / EXAMPLES

Customize these frameworks
for your niche and offer.

REELS

30 Reel Ideas — Part 1

Ready-to-adapt short-form concepts.

- | | | | | | |
|----|-------------------|----|------------|----|--------------|
| 01 | How-to | 02 | 3 mistakes | 03 | Myth vs fact |
| 04 | Before / after | 05 | FAQ | 06 | Quick tip |
| 07 | Behind the scenes | 08 | Storytime | 09 | Case study |
| 10 | Tutorial | 11 | Tool stack | 12 | Comparison |
| 13 | Reaction | 14 | Checklist | 15 | Do / don't |

REELS

30 Reel Ideas — Part 2

More short-form concepts for consistency.

- | | | | | | |
|----|------------------|----|-----------------|----|-----------------|
| 01 | Mini lesson | 02 | Product demo | 03 | Objection |
| 04 | Customer result | 05 | Day in the life | 06 | Process |
| 07 | Trend adaptation | 08 | Beginner advice | 09 | Expert tip |
| 10 | Challenge | 11 | Mistake story | 12 | Common question |
| 13 | Fast facts | 14 | Opinion | 15 | Direct CTA |

PLANNER

Weekly Posting Planner

Make the strategy executable.

Monday —

Tuesday —

Wednesday —

Thursday —

Friday —

Saturday —

Sunday —

Weekly CTA —

NOTES / EXAMPLES

Customize these frameworks
for your niche and offer.

TRACKER

Content Performance Tracker

Track signals that actually inform decisions.

POST	FORMAT	REACH	SAVES	SHARES	LEADS

DECISION RULE Repeat what wins, test one variable, retire what consistently underperforms.
Combine shares, clicks and leads together with the post objective.

TESTING

Content Experiment Tracker

Run small tests instead of guessing.

Hypothesis:

Variable to test:

Control version:

Test version:

Metric:

Start date:

Result:

Decision:

NOTES / EXAMPLES

Customize these frameworks
for your niche and offer.

SALES

Customer Objection Content

Turn hesitation into useful content.

Objection 1:

Helpful answer:

Proof:

CTA:

Objection 2:

Helpful answer:

Proof:

CTA:

NOTES / EXAMPLES

Customize these frameworks
for your niche and offer.

CHECKLIST

Final Publishing Checklist

A final quality-control pass before you hit publish.

- ☐ One clear objective
- ☐ Useful value
- ☐ CTA matches the goal
- ☐ Brand voice is consistent
- ☐ Link / offer checked
- ☐ Performance review planned
- ☐ Strong first line / 3 seconds
- ☐ Visual supports the message
- ☐ Keywords are relevant
- ☐ Proof added when useful
- ☐ Scheduled or published

Create less randomly.

Create more intentionally.

You now have a repeatable system for ideas, hooks, captions, formats, repurposing and optimization.

100

CONTENT IDEAS

50

HOOKS

30

CTAs

40+

PRACTICAL TOOLS