



CHIRPY

The 7-Day Content Creator's Starter Pack

For Founders, Coaches & Independent Creators

Seven post types. A caption formula that keeps your voice consistent.

A weekly rhythm template built for busy founders.

Stop starting from a blank page. Start showing up consistently.

7 Post Types

Caption Formula

Weekly Template

Free Trial CTA

- Seven daily post ideas — each one a different post type that builds your personal brand.
- ⇒ ■ The Caption Formula — Hook, Value, Action — that keeps your voice consistent every time.
- A Mon / Wed / Fri weekly rhythm template that fits around building your business.
- How to automate your content workflow so you never start from scratch again.

Work through one day at a time. Post each one when it fits your schedule.

chirpy.me

Welcome.

Here's how to stay consistently visible — even when you're deep in building.

Building a personal brand as a founder or creator is one of the highest-leverage things you can do — and one of the most consistently skipped. Not because you don't have ideas, but because when you're heads-down building, writing content is always the last thing on the list.

This guide gives you seven post ideas — one for each day — and a simple system to keep going once the week is done. Work through them in order, or jump to whatever fits what's happening in your business right now.

What's inside

-  **Days 1–7**
Seven post types — from your origin story to a direct CTA — each with a caption formula and worked example.
-  **The Caption Formula**
A three-part structure — Hook, Value, Action — that works for every post type and keeps your voice consistent.
-  **Weekly Template**
A simple Mon / Wed / Fri posting rhythm that fits around building your business.
-  **What's Next**
How to stop starting from scratch every time and build a content workflow that actually sticks.

How to use this guide

Work through one post type at a time. Each one takes about 10 minutes to adapt to your own story. You don't need to post these in order — pick the type that fits what's happening in your business this week. At the end, use the weekly template to build a rhythm you can maintain long-term.



The Seven Post Types

One post type per day. Rotate through the week. Build a personal brand.

DAY 1 — THE ORIGIN STORY

POST IDEA

Share why you started — the moment, the frustration, or the belief that made you begin. This is the post that turns followers into people who actually care about what you're building.

THE FORMULA

[The moment or reason you started] — [What you wanted to change or create] — [Where you are now / what's next]

EXAMPLE:

"I started this business after watching three years of advice from people who'd never actually done the thing they were teaching. I wanted to build something grounded in what actually works. That's still the filter for everything I do."

DAY 2 — THE INSIGHT POST

POST IDEA

Share one thing you've learned — from your work, your clients, your industry — that your audience needs to know. Insight posts build authority faster than any other post type.

THE FORMULA

[The counterintuitive truth] — [Why most people get this wrong] — [What to do differently]

EXAMPLE:

"Most founders spend 80% of their content time on production and 20% on distribution. The ones growing fastest have flipped that ratio. A good post published consistently beats a perfect post published twice a month."

■ PRO TIP

Your origin story doesn't need to be dramatic — it just needs to be honest. The founders who build the strongest audiences are the ones who tell the truth about why they started.



DAY 3 — BEHIND THE BUILD**POST IDEA**

Show what you're working on right now — a decision you're making, a challenge you're navigating, or a milestone you've hit. People follow founders, not brands. Let them see the real work.

THE FORMULA

[What's happening right now in the build] — [What it's teaching you] — [Low-pressure CTA or question]

EXAMPLE:

"Spent today completely rewriting our onboarding. We'd optimised it for conversion and completely forgotten to optimise it for the user who just signed up. Sometimes you have to slow down to speed up."

DAY 4 — THE CONTRARIAN TAKE**POST IDEA**

Share a perspective that pushes back against conventional wisdom in your space. Contrarian posts get more reach and more responses than any other type — because they make people think.

THE FORMULA

[The conventional wisdom] — [Why you disagree] — [What you believe instead + why]

EXAMPLE:

"Hot take: consistency matters more than quality for early-stage creators. A good-enough post published every week compounds faster than a great post published once a month. Build the habit first. Optimise later."

■ REACH TIP

Contrarian posts consistently outperform all other types for reach and comments. If you're trying to grow a new audience, post one contrarian take per week.



DAY 5 — THE VALUE POST

POST IDEA

Teach something immediately actionable. Give away the framework, the checklist, the process. Value posts get saved and shared more than any other type — and saved posts are the strongest signal social algorithms reward.

THE FORMULA

[The thing you're teaching] — [The step-by-step or framework] — [CTA to save or share]

EXAMPLE:

"The 3-part caption formula I use for every post: 1. Hook — make them stop scrolling. 2. Value — give them something worth reading. 3. Action — tell them what to do next. Save this. Use it every time."

DAY 6 — THE SOCIAL PROOF POST

POST IDEA

Share a win, a milestone, or a client result. Not to brag — to prove that what you do works. Social proof is the evidence that converts curious followers into paying clients.

THE FORMULA

[The result or milestone] — [What made it happen] — [Soft CTA for people in a similar situation]

EXAMPLE:

"A client came to me six months ago with a newsletter at 200 subscribers and zero content strategy. Today they crossed 4,000 subscribers and closed two consulting contracts from their audience. The system works. DM me if you want to see how."

■ CONSISTENCY TIP

Three posts a week is the minimum for compounding growth. Pick Mon, Wed, Fri as your defaults — then protect those slots like client appointments.



DAY 7 — THE DIRECT INVITE**POST IDEA**

Make an offer, ask a question, or invite people to take the next step with you. Founders often avoid this post — but your audience can't respond to an invitation you never make.

THE FORMULA

[Who this is for] — [What you're offering or asking] — [Direct, low-friction CTA]

EXAMPLE:

"If you're a founder or creator who knows you need to be showing up more consistently on social media but keeps deprioritising it — I built a tool for you. Try Chirpy free. No credit card, no complicated setup. Just a calm workspace where ideas become scheduled posts."

The Caption Formula

Every great creator post has three parts:

1**THE HOOK**

Your opening line — make them stop scrolling before they read anything else.

"Most founders spend 80% of their content time on production and 20% on distribution."

2**THE VALUE**

The insight, the story, or the teaching — the reason the post is worth reading.

"The ones growing fastest have flipped that ratio. Distribution is the lever most creators ignore."

3**THE ACTION**

Tell them exactly what to do. Keep it easy and specific.

"Save this. Share it with a founder who needs to hear it."



Your Weekly Rhythm Template

Post days: Mon, Wed, Fri. Planning time: 30 minutes on Sunday.

MON  Story / Insight Origin story, insight post, or contrarian take.	TUE  Rest Day No post needed — focus on building.	WED  Value / Build Value post, behind the build, or framework share.	THU  Rest Day No post needed.	FRI  Proof / Invite Social proof, milestone, or direct invite.	SAT  Optional Bonus Timely take or reaction to something current.	SUN  Plan Next Week 30-min session — batch 3 post ideas and draft captions.
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WEEKLY BATCHING WINDOW — 30 MINUTES ON SUNDAY

Block 30 minutes on Sunday. Draft your three posts for the week using your voice and pillars. Schedule them before Monday. Use your content pillars to pick the post type for each slot — then rotate. Routine beats inspiration every time.

The 4 Content Pillars

- 
Story & Origin
Who you are, why you started, what you believe — the posts that build trust.
- 
Insight & Value
What you know, what you've learned, what your audience needs to hear.
- 
Build & Process
Behind-the-scenes, decisions, milestones, the real work of building.
- 
Proof & Invite
Results, client wins, direct offers — the posts that convert.



YOU'VE COMPLETED DAY 7

You now have a content system built for founders.

Seven post types. A caption formula. A weekly rhythm that fits around building your business.

Chirpy takes this further.

Your Brand Kit stores your voice, your tone, and your content pillars — so every post starts in your voice, not from a blank page. Plan, create, and schedule a full week of content in one Sunday session. The workflow that makes consistent posting actually possible.

Brand Kit stores your creator voice

Turn one idea into multiple posts

Plan, create & schedule in one place

No AI prompts to manage

Start Your Free Trial at chirpy.me →

No credit card required · Brand Kit set up in 10 minutes

Helping founders show up consistently — without the tool chaos.

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