



The 7-Day Influencer Content System

For Influencers & Personal Brand Creators

Seven post types. A caption formula that keeps your voice authentic.
A weekly rhythm that balances organic content with partnership posts.

Stay consistent. Sound like yourself. Never miss a partnership deadline.

7 Post Types

Caption Formula

Weekly Template

Free Trial CTA

- Seven post types — organic and sponsored — each with a caption formula and example.
- ⇒ ■ The Caption Formula that keeps your authentic voice intact across every type of post.
- A weekly rhythm that protects your organic cadence while hitting every partnership deadline.
- How to batch your content so you're never scrambling for a post at the last minute.

Work through one post type at a time. Build the system that keeps your content consistent.

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Welcome.

Here's how to stay authentic and consistent — even when partnerships get busy.

The most common reason influencer feeds go inconsistent isn't a lack of ideas — it's a broken system. When partnerships pick up, organic content gets deprioritised. But the algorithm doesn't know your campaign schedule. Inconsistency hurts reach, which hurts partnership performance, which makes everything harder.

This guide gives you seven post types to rotate through — both organic and partnership-ready — with a system that keeps everything consistent without requiring hours of effort every week.

What's inside

-  **Days 1–7**
Seven post types for influencers — from community-building to sponsored content — each with a caption formula and worked example.
-  **The Caption Formula**
A three-part structure — Hook, Value, Action — that keeps your authentic voice consistent whether you're posting organically or for a brand.
-  **Weekly Template**
A posting rhythm that balances organic relationship-building with partnership content — so neither suffers.
-  **What's Next**
How to batch organic and sponsored content in advance so you're always ahead of deadlines.

How to use this guide

Work through one post type at a time. Each one takes about 10 minutes to adapt to your voice and niche. The organic posts (Days 1, 3, 5) are the foundation — prioritise these even when campaigns are busy. At the end, use the weekly template to build a rhythm that protects your content calendar long-term.



The Seven Post Types

One post type per day. Rotate through the week. Build authentic relationships.

DAY 1 — THE COMMUNITY POST

POST IDEA

Post something that's purely for your community — no product, no partnership, just you. This is the content that built your audience in the first place and keeps them coming back when everything else in your feed is sponsored.

THE FORMULA

[Something personal, relatable, or honest] — [Why it matters to you or your audience] — [Question or invite to respond]

EXAMPLE:

"Genuinely didn't post for two weeks and my engagement dropped 40%. Not a guilt post — just a reminder to myself (and maybe you) that consistency is the compound interest of content. Back now. What did I miss?"

DAY 2 — THE VALUE POST

POST IDEA

Share something genuinely useful — a tip, a framework, a lesson from your niche. Value posts get saved more than any other type, and saves are one of the strongest signals the algorithm rewards.

THE FORMULA

[The tip or insight] — [Why most people get this wrong] — [What to do instead — save or share CTA]

EXAMPLE:

"The biggest mistake new creators make with brand deals: negotiating rate before negotiating usage rights. Usage rights are where the real money is. A post can pay you once. Usage rights can pay you for 12 months. Save this."

■ PRO TIP

Your organic posts are the foundation of your partnership performance. Brands check your engagement rate — which is built by community posts, not campaign posts. Protect your organic calendar first.



DAY 3 — THE BEHIND THE SCENES

POST IDEA

Show what your life or work actually looks like — the setup, the process, the reality behind the content. Behind-the-scenes posts build the trust that makes your audience follow you through platform changes, algorithm shifts, and partnership posts.

THE FORMULA

[What you're doing or working on right now] — [The honest or unexpected detail] — [Low-pressure CTA or question]

EXAMPLE:

"POV: it's 6am and I'm reshooting this brand post for the third time because the lighting in my flat changes completely by 7am. Nobody talks about the logistics of being a one-person content studio. But here we are."

DAY 4 — THE PARTNERSHIP POST

POST IDEA

Write a sponsored post that sounds like you wrote it — not like the brief landed in your inbox and you published it unchanged. The best partnership content performs because the audience can't feel the seam between your organic voice and the brand message.

THE FORMULA

[Your authentic hook — something you'd say anyway] — [The brand connection — natural, not forced] — [Clear CTA with disclosure]

EXAMPLE:

"I've tried probably 15 different productivity apps over the last two years. Most of them added more to manage, not less. [Brand] is the first one that actually simplified my workflow — I've been using it daily for three months. Link in bio. #ad"

■ PARTNERSHIP TIP

Before writing a sponsored post, re-read your last 5 organic posts. Your partnership post should sound like post number 6 — not like a different person showed up.



DAY 5 — THE OPINION POST

POST IDEA

Share a strong take on something in your niche. Opinion posts drive comments, reach, and follower growth faster than almost any other content type — because they make people react, respond, and share.

THE FORMULA

[The opinion — stated clearly and confidently] — [The reason or evidence behind it] — [Invite to agree or disagree]

EXAMPLE:

"Controversial opinion: micro-influencers will outperform mega-influencers for brand deals over the next 3 years. Engagement rates are more valuable than reach. Niche audiences convert. Brands are figuring this out. Agree or disagree — tell me below."

DAY 6 — THE SOCIAL PROOF POST

POST IDEA

Share a result, a milestone, or a moment that shows your audience what's possible — for you or for them. Social proof builds credibility and attracts both new followers and partnership enquiries.

THE FORMULA

[The result or milestone] — [What made it happen or what it means] — [Soft CTA or invitation]

EXAMPLE:

"Just hit 100k. Took 3 years, a lot of consistency, and figuring out the difference between content that performs and content that connects. If you're somewhere in the early numbers right now — keep going. The compounding is real."

■ GROWTH TIP

Opinion posts and value posts drive the most reach. Schedule at least one of each per week to keep your organic growth compounding alongside your partnership revenue.



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

Make a direct ask — for a collab, a DM, a follow, or a click. Influencers often avoid direct CTA posts to protect engagement, but a clear invite once a week actually builds trust and converts followers into clients, collaborators, or customers.

THE FORMULA

[Who this is for] — [What you're offering, asking, or inviting] — [Direct, simple CTA]

EXAMPLE:

"If you're a brand looking for a creator who actually uses the products they partner with and delivers content ahead of schedule — my Q3 calendar has two slots left. DM me with your brief."

The Caption Formula

Every great influencer post — organic or sponsored — has three parts:

1**THE HOOK**

Your first line — make them stop. This works for organic posts and partnership posts equally.

"POV: it's 6am and I'm reshooting this brand post for the third time."

2**THE VALUE**

The story, the insight, or the brand connection — why this post is worth their time.

"Nobody talks about the logistics of being a one-person content studio. But the reality is this..."

3**THE ACTION**

Tell them what to do — comment, save, click, or DM. One action per post.

"Drop a ■ in the comments if you know this feeling. And check the link in bio for the full story."



Your Weekly Rhythm Template

Post days: Mon, Wed, Fri + partner posts as needed. Batch day: Sunday.

MON	TUE	WED	THU	FRI	SAT	SUN
	—					
Community / Opinion	Rest Day	Value / Proof	Partner Slot	Partner / Invite	Optional Bonus	Batch Day
Community post, behind-the-scenes, or strong take.	No organic post — focus on content prep or collab calls.	Value post or social proof — algorithm fuel.	Partnership post if live this week (otherwise rest).	Sponsored content or direct CTA / collab invite.	Timely or reactive content if the moment is right.	Plan and draft next week's posts — organic + sponsored.

WEEKLY BATCHING WINDOW — 60 MINUTES ON SUNDAY

Block 60 minutes on Sunday. Draft organic posts first — then slot partnership content around them, not the other way around. If a partnership deadline falls on a heavy organic week, batch both in the same session. Your Brand Kit keeps the voice consistent.

The 4 Content Pillars

- 
Community & Authenticity
 The personal, relatable posts that built your audience and keep them loyal.
- 
Value & Education
 Tips, frameworks, and insights that get saved and shared — algorithmic gold.
- 
Partnership & Sponsored
 Brand collaborations written in your voice — so your feed stays consistent.
- 
Opinion & Growth
 Strong takes, milestones, and invites that drive reach and new followers.



YOU'VE COMPLETED DAY 7

You now have a content system built for influencers.

n post types. A caption formula. A weekly rhythm that balances organic and sponsored — without the scramble.

Chirpy takes this further.

Your Brand Kit stores your authentic voice — so every post, organic or sponsored, starts sounding like you. Plan your organic calendar and draft partnership variations in the same workspace. One session. Everything scheduled. Never scramble for a last-minute post again.

Brand Kit keeps your authentic voice

Organic and sponsored in one workspace

Batch a month of content in one session

No AI prompts to manage

Start Your Free Trial at chirpy.me →

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