

VIDEO 3: Building a 90-Day Content Plan

You don't need to post more. You just need a plan.

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This video is all about **relief and clarity**. Many beginner bloggers feel like they have to post constantly to succeed, and that belief leads straight to burnout. Your job here is to reframe their thinking: **it's not about posting more—it's about posting smarter**.

Goal: Help beginner bloggers escape content overwhelm and build a clear, realistic 90-day publishing plan using batching and theming.

Narration:

"Welcome to Video 3: *Building a 90-Day Content Plan*. If you're tired of scrambling to figure out what to post each week—this is your fix.

We'll show you how to use batching and theming to plan your content ahead, stay consistent, and avoid burnout.

By the end, you'll have a clear 90-day roadmap—even if you're just starting out.

Because you don't need to post more.
You just need a plan.

Slide 1

Slide Title: Plan Smarter, Not Harder

On-Screen Text:

No more blank screens.

No more "What do I post next?" panic.

Let's build your 90-day content plan—step by step.

Image Prompt: Frustrated teen blogger staring at a blank screen with a clock ticking in the background

Narration:

"Let's be honest—coming up with blog content every week from scratch? It gets old fast. One week you're excited, and the next... you're stuck staring at a blinking cursor wondering what to write. This video is your way out. I'm going to show you how to create a 90-day content plan that works—even if you're new, even if you're busy, and especially if you've ever felt overwhelmed. Let's break it down step by step."

Slide 2

Slide Title: Why 90 Days?

On-Screen Text:

Planning weekly = stress

Planning 90 days = momentum

You'll work less, but post more consistently.

Image Prompt: Calendar view flipping through 3 months smoothly

Narration:

"When you only plan week to week, you're always behind. You're reacting. But when you map out the next 90 days, you're in control. You can prepare. You can batch. You build rhythm. And that rhythm becomes momentum. Instead of scrambling to create, you glide into publishing with confidence. You don't have to post more—you just need a plan."

Slide 3

Slide Title: The Secret: Batching

On-Screen Text:

Batching = Doing one task multiple times at once

It saves energy.

It multiplies your output.

Image Prompt: Blogger writing multiple headlines at once with a "Batch Day" sticky note

Narration:

"Batching is the productivity hack most successful bloggers swear by. It means doing one task several times in one session. So instead of writing one full post start to finish, you might outline four in a row. Or write all your intros in one sitting. Why? Because your brain stays in flow. You're not switching gears constantly. You get more done. It feels easier. And it frees up your week."

Slide 4

Slide Title: The Magic of Theming

On-Screen Text:

One monthly theme.

All your content flows around it.

Less chaos. More clarity.

Image Prompt: Notebook labeled “April: Productivity” with arrows pointing to content ideas

Narration:

"Theming helps you write with purpose. Instead of bouncing between random topics, you choose one theme for the month—like 'productivity' or 'confidence.' Every blog post, email, or idea connects back to that one theme. It gives your readers a clearer message—and it gives *you* a content compass. You're not just writing—you're building a story across weeks."

Slide 5

Slide Title: Step 1: Pick 3 Blog Categories

On-Screen Text:

Choose 3 main topics you always write about.

They're your content foundation.

Example: Mindset, Productivity, Blogging

Image Prompt: 3-column sticky note wall labeled with topic names

Narration:

"Your first step is choosing your three main content categories. Think of them like the pillars of your blog. What topics do you want to be known for? What are you excited to write about? For example: mindset, productivity, and blogging tips. Everything you create will flow from these three. It keeps your content clear, focused, and easy for your audience to follow."

Slide 6

Slide Title: Step 2: Brainstorm 12 Blog Ideas

On-Screen Text:

4 blog ideas for each category

That's 12 solid post topics

You're already one-third of the way there

Image Prompt: List of blog post titles under each category

Narration:

"Now it's time to fill the pipeline. Come up with four post ideas under each of your three categories. Don't overthink it. Think about the questions your readers have... or the lessons you've learned. Jot them down quickly—titles, phrases, or even questions. You'll end up with 12 solid blog topics. That's one blog per week for the next 90 days. Just like that—you're one-third of the way there."

Slide 7

Slide Title: Step 3: Assign Topics to Weeks

On-Screen Text:

Match one blog topic to one week

Rotate categories to keep it fresh

Week 1: Mindset | Week 2: Productivity | Week 3: Blogging

Image Prompt: Spreadsheet-style calendar with topics slotted in

Narration:

"Next up—assign each of your 12 topics to a week in your calendar. Start with week one and keep going. Rotate your categories: mindset, then productivity, then blogging. That way your readers get variety—and your writing stays fun. Now you have a real content calendar, not just a list of ideas."

Slide 8

Slide Title: Step 4: Add a Monthly Theme

On-Screen Text:

Give each month a theme

Line it up with your blog categories

Helps guide your headlines, hooks & intros

Image Prompt: Monthly calendar with a bold "Theme: Build Better Habits" across the top

Narration:

"Now give each month a theme. Look at the four posts you've mapped out

for that month and ask: What's the common thread? That becomes your theme. Maybe it's 'Start Strong,' 'Content Confidence,' or 'Simplify Your Routine.' This theme helps you tie posts together, craft better hooks, and stay clear in your messaging."

Slide 9

Slide Title: Step 5: Batch Your Content

On-Screen Text:

Write all your outlines at once

Then write 2–3 posts in a day

Batch = blog flow, not blog panic

Image Prompt: Blogger typing with “Outline Day” checklist beside laptop

Narration:

"This is where everything clicks. Don't wait until Thursday night to think about Friday's blog. Use batching. Set aside one session to outline all four posts for the month. Another day, draft two of them. Later, edit and schedule. This way, you're always ahead—and writing feels calm instead of chaotic."

Slide 10

Slide Title: Turn One Idea into Four Posts

On-Screen Text:

Big idea: “Consistency”

Post 1: Why it matters

Post 2: How I stay consistent

Post 3: Mistakes I made

Post 4: A tool that helps

Image Prompt: Mind map expanding from one topic into four blog titles

Narration:

"If you ever feel stuck for ideas—try this: take one topic and break it into four angles. Say your theme is 'Consistency.' Write one post about why it matters, another about your personal strategy, a third about mistakes to

avoid, and a fourth reviewing a tool that helps. Just like that, one topic becomes a month of content."

Slide 11

Slide Title: Leave Room to Breathe

On-Screen Text:

Plan 10–11 weeks

Leave 1–2 weeks blank

Use for updates, promotions, or breaks

Image Prompt: Blog calendar with "Break Week" circled in green

Narration:

"Don't cram your calendar full. Leave a week or two open every 90 days. Life happens. You might get inspired by something new—or just need a break. That flexibility keeps your plan realistic and reduces stress."

Slide 12

Slide Title: Tools That Make This Easy

On-Screen Text:

Use what works for you

✓ Trello or Notion

✓ Google Calendar

✓ Pen + Paper

Image Prompt: Teen blogger using Trello with color-coded cards

Narration:

"You don't need fancy apps to stay organized. Trello, Notion, or even a pen and paper will do the trick. The goal is visibility. Can you see your plan at a glance? Can you adjust it when needed? That's what matters."

Slide 13

Slide Title: One Post Per Week = Enough

On-Screen Text:

You don't need to post every day

Focus on 1 high-quality post per week

That's 12 posts = 90-day plan

Image Prompt: Checklist with “✓ Post Weekly” as main goal

Narration:

"Let this sink in: you do *not* need to post every day to succeed. One valuable post per week is enough to build trust, grow your audience, and move your blog forward. Quality and consistency beat quantity every time."

Slide 14

Slide Title: Your Weekly Blog Routine

On-Screen Text:

Monday: Outline

Tuesday: Draft

Thursday: Edit

Friday: Publish

Keep it tight. Keep it doable.

Image Prompt: Weekly planner open to blogging schedule

Narration:

"Here's a routine to try: Monday—outline. Tuesday—write. Thursday—edit. Friday—publish. It gives each stage space. You're not rushing. You're delivering high-quality work on a schedule that's actually manageable."

Slide 15

Slide Title: Why This Plan Saves Time

On-Screen Text:

No more guessing

No more scrambling

You'll know exactly what to write—every week

Image Prompt: Blogger smiling with “Next Post: Already Planned” sticky note

Narration:

"Once your plan is in place, every week starts with confidence. No more

sitting down wondering what to say. You'll know what you're writing and why it matters. That focus saves you hours—and makes blogging feel fun again."

Slide 16

Slide Title: Common Pitfalls to Avoid

On-Screen Text:

- ✗ Overplanning
- ✗ Changing topics too often
- ✗ Burning out in week 2

Keep it flexible. Keep it light.

Image Prompt: "Mistake Wall" with sticky notes and solutions

Narration:

"A few mistakes to avoid: don't over-plan so tightly you can't adjust. Don't jump from topic to topic chasing trends. And definitely don't try to write 3 posts a week if you're just getting started. Go light. Go consistent."

Slide 17

Slide Title: Missed a Week? No Big Deal

On-Screen Text:

Skip the guilt

Pick up where you left off

Your readers want your next post—not your apology

Image Prompt: "Skipped Week" note torn off, "Next Post" note in place

Narration:

"If you miss a week? It's okay. Really. No guilt, no apologies needed. Just pick up where you left off and keep going. Readers don't need perfection—they need your next post. Progress always beats perfect."

Slide 18

Slide Title: Reminder: It's Not About More

On-Screen Text:

You don't need more content

You need consistent content

And a simple system to follow

Image Prompt: Scale with "Quality" and "Consistency" balanced

Narration:

"This is your reminder: blogging isn't about churning out more content. It's about showing up consistently with content that connects. A simple plan makes that happen. No hustle. Just clarity."

Slide 19

Slide Title: Recap: Your 90-Day Plan

On-Screen Text:

✓ Choose 3 content categories

✓ Brainstorm 12 blog ideas

✓ Assign to weeks

✓ Theme each month

✓ Batch your work

Image Prompt: Chalkboard checklist titled "Content Plan Steps"

Narration:

"Let's wrap it up. Your 90-day plan starts with five steps: One—pick three blog categories. Two—brainstorm 12 blog post ideas. Three—assign each to a week. Four—give each month a theme. Five—batch your work to stay ahead. That's it. Simple, powerful, doable."

Slide 20

Slide Title: Take Action: Build Your Plan Today

On-Screen Text:

Build your 90-day calendar this week

Don't overthink it—just map it out

Your blog doesn't need more hustle

It needs a plan

Image Prompt: Blogger filling out 3-month calendar with color-coded topics

Narration:

"Now it's your turn. Take an hour this week and build your 90-day blog calendar. It doesn't have to be fancy. Just map out your ideas. Fill in your weeks. Pick your themes. Done is better than perfect. Your blog doesn't need hustle—it needs a plan. Let's build it."

Final Words

Close the video by reinforcing the transformation: from chaos to clarity. Show them that with a simple framework, they can map 90 days of content in just a few hours—and never stare at a blank screen again.

Leave them with a confident, empowering line:

"You don't need more content—you need a plan. And now, you've got one."