

30-DAY BRAND CONSISTENCY CALENDAR

Consistency builds familiarity. Familiarity builds trust.

WEEK 1 Days 1–7		WEEK 2 Days 8–14		WEEK 3 Days 15–21		WEEK 4 Days 22–30	
Day 1 Share your founder story ☐ Done	Day 2 Post one customer insight ☐ Done	Day 3 Show behind-the-scenes ☐ Done	Day 4 Share a business lesson ☐ Done	Day 5 Post your brand values ☐ Done			
Day 6 Share a testimonial ☐ Done	Day 7 Introduce your process ☐ Done	Day 8 Post a quick tip ☐ Done	Day 9 Share your workspace ☐ Done	Day 10 Highlight a client win ☐ Done			
Day 11 Post an FAQ answer ☐ Done	Day 12 Share a personal habit ☐ Done	Day 13 Show product / service usage ☐ Done	Day 14 Share an industry myth ☐ Done	Day 15 Post a mini case study ☐ Done			
Day 16 Share a motivational thought ☐ Done	Day 17 Introduce your team ☐ Done	Day 18 Post a before / after story ☐ Done	Day 19 Share a learning moment ☐ Done	Day 20 Offer one useful resource ☐ Done			
Day 21 Ask your audience a question ☐ Done	Day 22 Share one mistake & lesson ☐ Done	Day 23 Post a short video insight ☐ Done	Day 24 Celebrate a milestone ☐ Done	Day 25 Share customer feedback ☐ Done			
Day 26 Post your mission statement ☐ Done	Day 27 Show your daily routine ☐ Done	Day 28 Teach something in 60 sec ☐ Done	Day 29 Share future goals ☐ Done	Day 30 Reflect on the 30-day journey ☐ Done			

Every small action is either building trust or weakening it. The good news? **Trust compounds.**