

GUIDE 03 • FREE

Your publishing *calendar*

Three pillars, a typical week and sixty ideas. Enough to never wonder what to post again.

3 PILLARS • 4 POSTS / WEEK • 60 IDEAS

This calendar is not another constraint. It is what stops you starting from nothing every Monday.

Begin with a single week. If it holds, the next one will too.

Three pillars. *Nothing more.*

A calendar does not survive because it is ambitious. It survives because it is simple. Three kinds of post are enough to build a solid presence and never run out of ideas.

PILLAR 01

The witness

Show the work, without commentary

You document what actually happens: a gesture, a preparation, a material, a moment in the day. No lesson, no promise. This pillar simply says: here is what we do, and how.

Formats: Short video • Gesture shot • Material detail • Behind the scenes — **Frequency:** Twice a week

PILLAR 02

The recognition

Name what people live without saying it

You put words on a problem your audience recognises immediately. No jargon, no demonstration: an accurate observation. This pillar says: does this sound familiar?

Formats: Before / after • Observation • Real case • Comparison — **Frequency:** Once a week

PILLAR 03

The point of view

Say what you believe in

You explain a way of working, a choice, a standard. This is the pillar that builds trust over time, because it shows there is a mind behind the work.

Formats: Short text • Position • Method • What you turn down — **Frequency:** Once a week

The right mix: two “witness” posts, one “recognition”, one “point of view” each week. Four posts, sustainable all year.

Four posts.

One rhythm.

This structure is built to last, not to impress for one week and vanish for three. Regularity always beats intensity.

DAY	FORMAT	PILLAR	EXAMPLE
Monday	Short video	The witness	“The gesture nobody ever sees”
Wednesday	Photo	The recognition	“What it actually changes”
Friday	Image series	The witness	“A morning with us”
Sunday	Text	The point of view	“Why we work this way”

Worth remembering: two posts a week sustained for twelve months beats six a week sustained for three.

Thirty ideas — the witness

Take what you need. Every idea works whatever your trade — a venue, a brand, a service or an event.

- The first gesture of the day
- A material in close-up, with no context
- The setup before anyone arrives
- A tool you use every single day
- The same spot at three different hours
- A hand at work, framed tight
- What happens while you wait
- A detail nobody ever notices
- Morning light across your space
- Something being made, mid-process
- The tidying up at the end of the day
- A mistake put right
- What you throw away, and why
- A delivery arriving
- The notebook, the list, the notes

Thirty ideas — recognition and point of view

Take what you need. Every idea works whatever your trade — a venue, a brand, a service or an event.

- Before and after on a real case
- What people ask you most often
- A common misconception in your field
- How long it actually takes
- The difference between two ways of doing it
- What you wish you had known starting out
- Why you turn certain requests down
- A choice you stand by that surprises people
- What you changed this year
- A question nobody ever asks you
- What doing it badly really costs
- Three mistakes you see all the time
- Your definition of work done well
- What made you better recently
- One thing you will never do



Regularity, not intensity

The trap is always the same: start too strong, then give up. Four posts a week sustained for twelve months are worth infinitely more than one brilliant month followed by silence.

Choose the most modest rhythm you are certain you can hold. That is the one that will build your presence.

Want us to handle it? The first conversation is free.

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