4-Week Carousel Content Calendar

An exclusive Pickzox bonus for ScrollStop readers - a posting planner for 3 carousels a week.

Consistency beats intensity. This calendar plans 12 carousels - 3 per week for 4 weeks - so you never stare at a blank screen. Every slot includes a topic prompt plus the exact 10-slide structure ScrollStop builds: slide 1 hook, slides 2-9 one idea each, slide 10 CTA.

How to run it:

Post on Monday, Wednesday and Friday (move days to fit your schedule - rhythm matters more than the day). Batch-create: make all 3 of a week's carousels in one ScrollStop session, then schedule or post across the week. After each post, log saves and shares in ScrollStop's post check, and double down on the formats your audience saves most.

Week 1 - Teach the Basics (build trust)

Day	Format	Topic prompt	Hook + CTA notes
Mon	Listicle	[X] beginner mistakes in [your niche] - and how to fix each one	Hook angle: mistake. CTA: comment a keyword for your free starter checklist.
Wed	How-to	How to [core task] in [X] simple steps (even as a beginner)	Hook angle: listicle. CTA: share this with someone starting out.
Fri	Myth-bust	[X] myths about [your niche] that hold beginners back	Hook angle: contrarian. CTA: follow for part 2 next week.

Week 2 - Go Deeper (build authority)

Day	Format	Topic prompt	Hook + CTA notes
Mon	Framework	My [X]-step framework for [desired result] (steal it)	Hook angle: curiosity. CTA: comment FRAMEWORK and I'll send the template.
Wed	Story	How I went from [struggle] to [result] - the [X] things that mattered	Hook angle: story. CTA: save this for when you need it.
Fri	Comparison	[Old way] vs [new way]: which actually works for [goal]?	Hook angle: contrarian. CTA: which side are you on? Comment below.

Week 3 - Solve Real Problems (build saves)

Day	Format	Topic prompt	Hook + CTA notes
Mon	Diagnostic	[X] signs your [thing] isn't working - and the fix for each	Hook angle: listicle. CTA: comment DIAGNOSE for my free audit checklist.

Wed	Tools	[X] free tools I use for [task] every week (bookmark this)	Hook angle: listicle. CTA: save this post - you'll need it later.
Fri	Lesson	What [X months/years] of [topic] taught me (the short version)	Hook angle: story. CTA: share with a friend who's learning this.

Week 4 - Convert (turn readers into buyers)

Day	Format	Topic prompt	Hook + CTA notes
Mon	Case-style	How [result] happened: the exact process, slide by slide	Hook angle: curiosity. CTA: comment PROCESS for the full breakdown PDF.
Wed	Objection-buster	[Common objection] - why it's wrong, and what to do instead	Hook angle: contrarian. CTA: link in bio / comment for details.
Fri	Roundup	The [X] best posts from this month, ranked (start here if you're new)	Hook angle: listicle. CTA: follow so you don't miss next month's.

After week 4 - review and repeat

Open ScrollStop's post check and rank your 12 carousels by save rate. The top 3 formats become next month's backbone: make more of what got saved and shared, drop what flopped. Repurpose winners - a saved listicle becomes a story version, a story becomes a myth-bust. Twelve carousels a month is 144 a year. That's a library, not a posting streak.

Made by Pickzox (pickzox.com) as a companion bonus for ScrollStop readers. Free to share with attribution.