30 DAYS · 50 HOOKS

30-DAY DOCTOR CONTENT CALENDAR



Plus the 50 Hook Bank. Your first month of posts, planned before you open the app.

START HERE

How to use this calendar

Each day gives you a pillar, a topic prompt and a hook to fill in. Swap any day for a question from your own question jar.

Explain

Answer one question patients ask in clinic, in their words.

Myth

Name a myth, say what the evidence shows, say what to do instead.

You

Why you do this work, your clinic, your team. People choose doctors they feel they know.

Reel

A short video version of an idea. See the free reels course for 4 formats with no talking to camera.

The rhythm

1. Post 3 times a week. The calendar has 30 ideas so you can skip days and still have a full month.
2. Batch them: one fixed hour a week writes the next 3 posts.
3. Reply to every comment in the first hour after posting.
4. Once a month, check saves and shares. Make more of what gets saved and sent.

Before you post: no patient faces, names or stories without written consent, no promised results, and every medical claim backed by a source you could show a colleague.

CALENDAR

Days 1 to 15

DAY	PILLAR	TOPIC PROMPT	HOOK TO FILL IN	DONE
01	EXPLAIN	The question you hear most at check-in	"I get asked this every week: ___?"	
02	YOU	Why you chose your specialty	"I almost didn't become a ___."	
03	MYTH	The myth patients bring in most	"No, ___ doesn't ___. Here's what does."	
04	EXPLAIN	What happens at a first visit, step by step	"Your first visit with me, start to finish."	
05	REEL	15-second clip: your clinic before opening	"7:45 am. Before the first patient."	
06	EXPLAIN	One sign that means "book a visit"	"If you notice ___, don't wait."	
07	YOU	A normal Tuesday in your clinic	"What a Tuesday actually looks like."	
08	MYTH	A viral claim in your field this month	"This is half true. Here's the half they left out."	
09	EXPLAIN	The question patients are embarrassed to ask	"You can ask me this. Everyone does."	
10	EXPLAIN	3 things to bring to your appointment	"Bring these 3 things and we get more done."	
11	YOU	Meet your team (with their OK)	"The people who answer your calls."	
12	REEL	Hands demo of a simple at-home step	"How much ___ is actually enough."	
13	MYTH	A "natural" fix that doesn't work	"I love natural options. This isn't one."	
14	EXPLAIN	When to see a specialist vs your GP	"Do you need a ___ or your family doctor?"	
15	EXPLAIN	Plain-words explainer of a common diagnosis	"___, explained in 30 seconds."	

CALENDAR

Days 16 to 30

DAY	PILLAR	TOPIC PROMPT	HOOK TO FILL IN	DONE
16	YOU	A book, paper or mentor that shaped you	"The paper that changed how I treat ___."	
17	MYTH	An outdated rule patients still follow	"This was the advice 20 years ago. Not anymore."	
18	EXPLAIN	The mistake you see every week	"The mistake I see in clinic every week."	
19	REEL	Myth reaction with green screen	"Let's fact-check this."	
20	EXPLAIN	3 questions to ask any doctor about ___	"Ask your doctor these 3 questions."	
21	YOU	What you wish patients knew about your job	"What I wish every patient knew."	
22	EXPLAIN	Seasonal topic (this month's top question)	"It's ___ season. Here's what to know."	
23	MYTH	A product claim on the label, decoded	"What “clinically proven” on the box really means."	
24	EXPLAIN	Recovery or aftercare: day by day	"Day 1 to day 7 after ___."	
25	YOU	Answer a comment from a past post	"You asked: ___. Here's my answer."	
26	EXPLAIN	One study, in plain words (Paper-to-Post)	"New research on ___: what it means for you."	
27	REEL	Text over B-roll: 3 quick tips	"3 things I tell every ___ patient."	
28	MYTH	"Is it normal?" myth about ___	"Is ___ normal? Sometimes. Here's when it isn't."	
29	EXPLAIN	How to prepare for a procedure you offer	"Before your ___: a simple checklist."	
30	YOU	Month recap + what's next	"30 posts in. Here's what you asked most."	

50 hooks: fill in the blanks

Four rules: patient words, under ten words, one idea, and promise only what the post delivers.

THE PATIENT'S QUESTION

1. Is it normal to ___ after ___?
2. Why does my ___ get worse at night?
3. Do I really need to ___ every day?
4. How long does ___ actually take to work?
5. Can ___ cause ___?
6. What's the difference between ___ and ___?
7. Should I worry about ___?
8. When should I see a doctor for ___?
9. Is ___ safe during ___?
10. Why does ___ keep coming back?

THE MYTH

11. You don't need ___ to ___.
12. Stop doing ___ for your ___.
13. ___ isn't the cause of your ___.
14. No, ___ won't fix ___. Here's what can help.
15. The ___ myth I hear every week.
16. "Natural" doesn't mean safe. Take ___.
17. More ___ isn't better for your ___.
18. ___ was the advice 20 years ago. Not anymore.
19. You can't ___ your way out of ___.
20. The truth about ___ that nobody explains.

THE MISTAKE

21. The mistake I see in clinic every week: ___.
22. Most people do ___ wrong. Here's how to fix it.
23. If you're doing ___, please stop.
24. I see this every day: ___.
25. 3 mistakes people make with ___.
26. The ___ mistake that makes ___ worse.
27. You're probably using ___ wrong.
28. What I wish patients stopped doing before ___.
29. Don't do this after ___.
30. The one thing I'd change in your ___ routine.

THE NUMBER

31. 3 signs your ___ needs a check.
32. 5 questions to ask before ___.
33. 2 minutes a day for your ___.
34. The 1 test I'd want if I had ___.
35. 4 things to bring to your ___ appointment.
36. 3 foods that won't fix ___ (and 1 thing that helps).
37. 7 days after ___: what's normal.
38. The 3-step ___ routine I suggest most.
39. 1 in ___ people have ___ and don't know it.
40. 5 things I tell every new ___ patient.

THE SURPRISE

41. Your ___ isn't why you ___.
42. The real reason your ___ won't ___.
43. What nobody tells you about ___.
44. ___ and ___ are connected. Here's how.
45. I used to think ___. The research changed my mind.
46. This is the part of ___ most doctors skip.
47. Why I don't recommend ___ (even though it's popular).
48. The ___ question that changed how I practise.
49. What your ___ is trying to tell you.
50. ___ looks scary. It usually isn't. Here's when it is.

NEXT STEP

WANT US TO DO IT FOR YOU?

Haelyx writes and designs your posts from your own words and the research. Every claim gets a real paper, and nothing goes live without your OK.

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