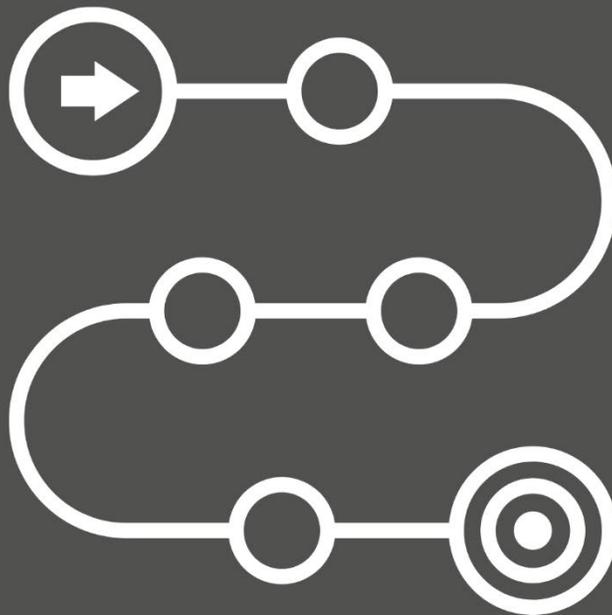


The **PLR Powered** **Faceless Facebook**

C O N T E N T S Y S T E M



30-Day Roadmap

The PLR Powered Faceless Facebook Content System 30-Day Roadmap

Your Step-by-Step Plan To Build A PLR Powered
Faceless Facebook Page!

This roadmap walks you through building your entire content and monetization system in 30 days using PLR.

Each day gives you clear, actionable steps so you know exactly what to do.

Side Note: If you haven't gone through The PLR Powered Faceless Facebook Content System Quick Start Guide, make sure and go through that so you understand how to do each step below.

Week 1: Lay the Foundation (Days 1–7)

Goal: Define your niche, gather PLR, and create your first week of content.

Day 1: Pick Your Niche

Decide on a specific niche for your page (e.g., *stress-free parenting, budget-friendly meal prep, beginner fitness*).

Ask: "Who am I helping? What problem will my content solve?"

Write a short positioning statement: "This page helps [audience] achieve [goal] without [frustration]."

Day 2: Gather Your PLR

1. Find 3–5 PLR packs with different formats (*articles, guides, graphics, checklists*).
2. Organize them into folders: Posts, Freebie Ideas, Product Ideas.

Example: In a parenting niche, grab a “Kids’ Daily Routines” checklist, a “Stress-Free Parenting Guide,” and a set of parenting quotes.

Day 3: Audit Your PLR

1. Skim through each pack and highlight sections that are valuable for your audience.
2. Create a “PLR Idea Bank” (Google Doc or spreadsheet) where you copy tips, lists, and quotes for quick access.

Day 4: Choose Your Content Types

1. Select 3–5 post types you’ll post regularly (e.g., carousels, quotes, quick tips, polls).
2. Assign themes for the week (e.g., Monday Tips, Wednesday Myths, Friday Q&A).

Day 5: Build Your Branding Kit

1. Choose 2–3 brand colors and 1–2 fonts.
2. Create a simple logo or page header using Canva.
3. Decide on a consistent style for your graphics (borders, icons, etc.).

Day 6: Create Your First Week of Posts

1. Use your PLR Idea Bank to create 7 posts:
 - 3 quick tips or hacks
 - 2 engagement posts (polls or questions)
 - 2 inspirational quotes or graphics
2. Rewrite the content for tone and add your branding.

Day 7: Schedule Your Content

1. Use Facebook's built-in scheduler to post 1–2 times per day.
2. Write short, engaging captions with calls-to-action (e.g., *"Comment below if you've tried this!"*).

Week 2: Build Your Freebie And Product (Days 8–14)

Goal: Create your first lead magnet and low-ticket product using PLR.

Day 8: Pick Your Freebie

1. Choose a short, actionable PLR guide or checklist that solves one problem.

Example: "10-Minute Morning Routines for Busy Moms."

Day 9: Customize Your Freebie

1. Rewrite the intro and conclusion.
2. Add a branded cover using Canva.
3. Insert a call-to-action inside (e.g., *"Want more? Check out our [product name]."*).

Day 10: Set Up a Sign-Up Page

1. Use MailerLite, ConvertKit, or Aweber to create a landing page.
2. Write a short, benefit-focused headline: "Get Your Free 10-Minute Morning Routine Guide."

Day 11: Pick Your Product

1. Choose a PLR ebook or toolkit with a clear outcome.

Example: "The Complete Guide to Stress-Free Parenting."

Day 12: Customize Your Product

1. Rewrite the intro/outro, adjust headlines, and add your branding.
2. Bundle it with other PLR (*e.g., add a checklist, worksheet, or bonus tips*).

Day 13: Create A Sales Page

1. Use Gumroad, Payhip, or ThriveCart to set up a simple sales page.
2. Add 3 key benefits and a strong call-to-action.

Day 14: Write Promo Posts

1. Draft 2–3 posts promoting your freebie and product.

Example: “Struggling with [problem]? Grab our free guide and learn how to fix it fast!”

Week 3: Build Your Funnel (Days 15–21)

Goal: Connect your content, freebie, and product into a working funnel.

Day 15: Map Your Funnel

1. Write it out: PLR-Based Content → PLR-Based Freebie → PLR-Based Product → Upsell.

Day 16: Write Your Welcome Sequence

1. Draft 3–5 emails:

Deliver the freebie.

Introduce yourself and your page.

Give 2–3 actionable tips (from PLR).

Softly pitch your product.

Day 17: Automate Your Emails

1. Use your email tool to set up automations that deliver your freebie and follow-up emails.

Hot Tip: You can use PLR to create these too!

Day 18: Plan Your Upsell

1. Brainstorm your next offer: a membership, toolkit, or affiliate product.

Example: A \$17/month membership with monthly parenting tips and templates.

Day 19: Create Upsell Teasers

1. Write 2–3 posts previewing your upsell content (e.g., “Coming soon: Our Monthly Parenting Playbook!”).

Day 20: Add CTAs Everywhere

1. Insert product links in your freebie, emails, and posts.

Day 21: Test Your Funnel

1. Sign up for your freebie and click through every email and link to ensure it all works.

Week 4: Refine And Scale (Days 22–30)

Goal: Analyze results, improve content, and prep for ongoing consistency.

Day 22: Review Your Metrics

1. Check Facebook insights: Which posts had the most engagement?
2. Review email data: Which emails were opened and clicked?

Day 23: Double Down on What Works

1. Note the top 3 performing post types.
2. Create more of that content using your PLR library.

Day 24: Create Next Month's Content Plan

1. Outline 30 posts for the next month. Use a mix of proven formats (*tips, carousels, quotes, promotions*).

Day 25: Plan Your Next Freebie or Product

1. Choose another PLR resource to repurpose into a new freebie or product.

Day 26: Batch-Create New Content

1. Design 10–15 new posts in Canva using your PLR content.

Day 27: Engage With Your Audience

1. Reply to comments and ask questions to increase engagement.

Day 28: Schedule 2 Weeks of Content

1. Fill your scheduler so you're covered for the next 14 days.

Day 29: Document Your Wins

1. Record what worked best this month.
2. Create a "Content Playbook" to replicate success.

Day 30: Celebrate & Plan Next Steps

1. Review everything you built: a branded page, content system, freebie, product, and funnel.
2. Decide what to add next: a membership, a new product, or a collaboration.

Pro Tip: After 30 days, keep using the Weekly PLR Content And Growth Routine to stay consistent and scale your system month after month.