

Creator Content Calendar Swipe Sheet

JERICCO PDF-first digital product

A one-page PDF for turning one small digital product into a week of useful posts.

Price position: Free.

Audience: Etsy sellers, Gumroad makers, newsletter writers, and solo creators in US, UK, CA, AU, and EU markets.

What this is

Use this after a product is drafted but before promotion gets messy. It turns the product promise, buyer question, preview snippet, and follow-up note into a simple seven-day posting plan.

How to use it

Open the PDF. Print it or save it to your device. Fill one section at a time. Keep the first pass rough. The value comes from making a decision, not making the worksheet pretty.

Product promise

- Write the product title and the small outcome it gives the buyer.
- Name one buyer who would understand the value in five seconds.
- Cut broad claims that sound bigger than the file can prove.

Post angles

- Turn the product into a how-to post, a mistake post, a checklist post, and a behind-the-scenes note.
- Keep every post tied to the preview page or free download.
- Avoid income, health, legal, tax, or identity claims.

Weekly layout

- Choose one post for each day instead of pushing every angle at once.
- Use the strongest post on the day you share the download link.
- Leave one empty slot for a buyer question or comment.

Review note

- Track saves, clicks, replies, and email signups after the week ends.
- Keep the winning angle for the next product listing.
- Retire angles that need too much explanation.

Worksheet

Use the lines below for the first pass.

- Product: _____
- Buyer: _____

- Promise: _____
- Post 1: _____
- Post 2: _____
- Post 3: _____
- Download link: _____
- Review note: _____

Support note

This is a digital download. No physical item is shipped. The PDF is the main buyer file. The ZIP is included only where a marketplace needs a bundle or source archive.

Safety note

This product gives organization prompts only. It does not provide legal, tax, medical, or investment advice.

Product	
Buyer	
Promise	
Post 1	
Post 2	
Post 3	
Download link	
Review note	