Sample plan



30 days of posts for Backwater Performance Systems.

Written the way we write every custom plan: from their website, their products and the way they talk. Shot on a phone, at the shop, in about two hours.

20
posts, Monday to Friday

15 + 5
videos and photos

1
shop session, plus 30 minutes in the driveway

Phone
is all you need

A sample to show what a custom plan looks like. Brand details are from their public store. Anything only the brand knows is shown as a highlighted blank.

THE STRATEGY

One message, every post.

Week 1 gets their motor ready, week 2 helps them pick the right prop, week 3 is about hunting out of the boat, and week 4 is opening week, so the offer lands when they're buying.

The message

Parts and gear that get you there first and get you home.

Who it's for

Duck hunters, 25 to 55, who run their own mud motors and do their own work. Mostly Utah and the Mountain West.

How it sounds

Talk like the guy at the counter who has fixed a thousand motors. Plain, direct, a little dry. Show it instead of hyping it. Always say what it fits and what it fixes.

What to avoid

No hype words. Never guess on fitment: if it depends on the motor, say so and tell them to call.

PRODUCTS THIS MONTH, FROM BACKWATERPERFORMANCE.COM



Vanguard Maintenance Kit
$74



Warrior 12.3 x 11 Propeller
$389



Mud Buddy Handle Handwarmer Mitt
$100



Just In Case Emergency Kit, HDR
$263

THE MONTH

Week 1: Get the motor ready

Pre-season service. Be the shop they trust before anything breaks.

Week 2: Pick the right prop

Help them choose. The brand that teaches it sells it.

Week 3: Hunt out of it

Blinds and cold mornings. Show the gear doing its job.

Week 4: Opening week

Remind, prove, and ask. Everything points to the offer.

THE POSTING CALENDAR

Five posts a week. Weekends off.

15 videos and 5 photos. Each post shows where it comes from: the shop, the driveway, a clip you already have, or a customer.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Week 1	1 Video Expertise **The 5-minute pre-season check** Shop	2 Video Attention **Will it start on the first pull?** Driveway	3 Video UGC | Testimonial **A customer says it for us** From customers	4 Video Why You **Why BPS exists** Shop	5 Photo The Offer **Everything for the pre-season service** Shop	Reply to comments and messages.	OFF
Week 2	6 Video Expertise **Are you sure you have the right prop?** Shop	7 Video Attention **How shallow can it run?** Already have it	8 Video UGC | Testimonial **A customer's prop clip, reposted** From customers	9 Photo UGC | Testimonial **A 5-star review** From customers	10 Video The Offer **Stock prop vs the Warrior** Shop	Reply to comments and messages.	OFF
Week 3	11 Video Expertise **Boat blind up, start to finish** Driveway	12 Video Attention **The ice bucket challenge** Shop	13 Video UGC | Testimonial **A customer's first hunt out of the blind** From customers	14 Photo Why You **The crew behind every order** Shop	15 Photo The Offer **Gloves vs the mitt** Shop	Reply to comments and messages.	OFF
Week 4	16 Video Expertise **The kit that gets you home** Shop	17 Video Attention **Why we get up at 4 a.m.** Already have it	18 Video UGC | Testimonial **What five seasons does to a part** Shop	19 Photo UGC | Testimonial **A customer text** From customers	20 Video The Offer **Opening week checklist** Shop	Reply to comments and messages.	OFF

Why You 2 posts · UGC | Testimonial 6 posts · Expertise 4 posts · The Offer 4 posts · Attention 4 posts

HOW TO FILM IT

One phone. About two hours.

No trips to the water, no crew. Batch the same kind of shot together so you set up once and move fast.

Shop

At the bench, about 2 hours. Posts 1, 4, 5, 6, 10, 12, 14, 15, 16, 18, 20.

0:00 Set up
Clear the bench. Lay out the maintenance kit, three props, the mitt and the emergency kit. Phone on a tripod, bay door open.

0:15 Talk-to-camera block
Posts 1, 4, 6, 10, 16 and 20. Three takes each. Same shirt for all of them.

0:55 Side-by-side comparisons
Posts 10 and 18: two parts on the bench, close-ups of the differences.

1:15 Photos
Posts 5, 14 and 15: the kit flat lay, the crew, the mitt vs a wet glove.

1:40 The ice bucket challenge
Post 12: cooler, ice, two hands, keep rolling.

1:55 Send the texts
Text customers for posts 3, 8, 13 and 19, and grab a review screenshot for post 9.

Driveway

Boat on the trailer, about 30 minutes. Posts 2, 11.

0:00 Boat on the trailer
Post 2: the first-pull stunt.

0:10 Blind setup
Post 11: tripod, timer on, blind up start to finish.

From customers (posts 3, 8, 9, 13, 19)

No filming. Text 3 to 5 customers: “Got a clip or a photo of your boat with our gear? We'd love to share it. Vertical is perfect.” Use the best ones, and screenshot a real review or text for the photo posts.

Already on your phone (posts 7, 17)

Your best running and sunrise clips from last season. No new filming. If you don't have one, ask a customer for theirs.

Shoot vertical
9:16, phone at chest height, lock focus before you hit record.

Light in front
Face the bay door or the sunrise. Never stand with the window behind you.

Three takes
Say every talking line three ways. Keep the best one.

Week 1: Get the motor ready

Pre-season service. Be the shop they trust before anything breaks.

1

Mon, week 1

Expertise | Video

The 5-minute pre-season check

Shop

HOOK: ON SCREEN AND FIRST LINE

"Do this before your first hunt, or your motor quits on opening morning."

WHAT TO SAY

- Before your first trip, check five things.
- Plug. Oil. Belt tension. Throttle cable. Fuel.
- Five minutes now saves you a long paddle back.

HOW TO FILM IT

1. Talk to camera at the bench, motor behind you.
2. Close-up of each check, 3 seconds each.
3. End with your hand on the tiller.

Caption: Five things, five minutes. What's the one you always forget? **Call to action:** Save this for the night before opening day.

2

Tue, week 1

Attention | Video

Will it start on the first pull?

Driveway

HOOK: ON SCREEN AND FIRST LINE

"This motor sat all summer. One pull. Will it start?"

WHAT TO SAY

- No script. Say the line, pull the cord, react.

HOW TO FILM IT

1. Boat on the trailer in the driveway, phone on a tripod, low angle.
2. One pull. Keep rolling 5 seconds after it fires (or doesn't).
3. If it doesn't start, post it anyway. Then post #1 again.

Caption: Sat in the shed since February. Would yours have fired? Be honest. **Call to action:** Comment how many pulls yours takes.

3

Wed, week 1

UGC | Testimonial | Video

A customer says it for us

From customers

HOOK: ON SCREEN AND FIRST LINE

"We asked a customer one question."

WHAT TO SAY

- Their clip, one line on screen: their name and what they run.

HOW TO FILM IT

1. Text 3 customers: "Would you film 15 seconds on how your motor's running? Vertical, anywhere."
2. Post the best one. Tag them.

Caption: We didn't script this. Customer name has been running BPS parts for number seasons. **Call to action:** Got a story like it? DM us your clip.

4

Thu, week 1

Why You | Video

Why BPS exists

Shop

HOOK: ON SCREEN AND FIRST LINE

"We started BPS because the real reason, one line."

WHAT TO SAY

- What broke, or who you couldn't get on the phone.
- What you built or stocked instead.
- Why you still answer the phone today.

HOW TO FILM IT

1. Talk to camera in the shop, shelves of parts behind you.
2. Cut to 3 clips: hands on a motor, boxes going out, the shop sign.

Caption: Built and tested on our own boats in the worst mud in the West. And we still answer the phone. **Call to action:** Questions about your motor? Call us at phone number.

5

Fri, week 1

The Offer | Photo

Everything for the pre-season service

Shop

HOOK: ON SCREEN AND FIRST LINE

"Everything for your pre-season service. One box. $74."

WHAT IT SHOWS

- Carousel: the kit closed, then every part laid out and labeled.
- Last slide: the kit next to what it costs to buy each part on its own: price.

HOW TO SHOOT IT

1. Lay it all out on the bench near the bay door light.
2. Shoot straight down, then one close-up per part.
3. 5 to 7 photos in one carousel.

Caption: The Vanguard Maintenance Kit: the whole pre-season service in one box. Fits the motors it fits. Not sure? Call us. **Call to action:** Shop the kit. Link in bio.

Week 2: Pick the right prop

Help them choose. The brand that teaches it sells it.

6

Mon, week 2

Expertise | Video

Are you sure you have the right prop?

Shop

HOOK: ON SCREEN AND FIRST LINE

“Are you sure you’re running the right prop?”

WHAT TO SAY

- Hold up three props: Warrior, Hammer, Big Blade.
- One line each on what it's built for: **hole shot, top speed, heavy loads**.
- Then the question that decides it: how loaded is your boat?

HOW TO FILM IT

1. Props laid out on the bench, overhead.
2. Talk to camera holding each one up.
3. End on all three, side by side.

Caption: The right prop comes down to your boat, your motor and how much you haul. Not sure yours is right? Ask us. **Call to action:** DM us your motor and boat. We'll tell you which one.

7

Tue, week 2

Attention | Video

How shallow can it run?

Already have it

HOOK: ON SCREEN AND FIRST LINE

“How shallow can we run this thing?”

WHAT TO SAY

- No script. Let the motor do the talking.

HOW TO FILM IT

1. Use the best skinny-water clip already on your phone, or ask a customer for theirs.
2. Trim it to the 8 best seconds. Real motor sound.

Caption: Somewhere out there, a guy with the wrong prop is still pushing. Sound on. **Call to action:** Tag the guy who always gets stuck.

8

Wed, week 2

UGC | Testimonial | Video

A customer's prop clip, reposted

From customers

HOOK: ON SCREEN AND FIRST LINE

“Look what showed up in our inbox.”

WHAT TO SAY

- One line on screen: who sent it and what prop they run.

HOW TO FILM IT

1. Text customers who bought a prop this year: "Got a clip of your boat running it? We'd love to share it."
2. Use the best one. Tag them.

Caption: Thanks **customer** for sending this. Running a **prop** on a **motor**. **Call to action:** Send us yours. DM us.

9

Thu, week 2

UGC | Testimonial | Photo

A 5-star review

From customers

HOOK: ON SCREEN AND FIRST LINE

“One line from a real review.”

WHAT IT SHOWS

- A real review that names the problem you fixed, over a photo of that part.

HOW TO SHOOT IT

1. Screenshot the review from your site or Google.
2. Crop it clean and lay it over a product photo in any free app.
3. Leave out last names.

Caption: Reviews like this are why we test everything on our own boats first. Thanks, **reviewer**. **Call to action:** Read more reviews on our site. Link in bio.

10

Fri, week 2

The Offer | Video

Stock prop vs the Warrior

Shop

HOOK: ON SCREEN AND FIRST LINE

“Your stock prop vs the Warrior. Here’s what changes.”

WHAT TO SAY

- Hold the stock prop next to the Warrior.
- Point out what's different: **blade shape, pitch, hub**.
- Say what that changes on the water: **hole shot, top speed, load**. Real numbers only.
- Warrior: $389. Not sure it fits? Call us first.

HOW TO FILM IT

1. Both props on the bench, side by side.
2. Talk to camera, then close-ups of the differences.

Caption: Same motor, one change. If your boat feels slow out of the hole, it might not be the motor. **Call to action:** Shop props, or call us before you buy.

Week 3: Hunt out of it

Blinds and cold mornings. Show the gear doing its job.

11

Mon, week 3

Expertise | Video

Boat blind up, start to finish

Driveway

HOOK: ON SCREEN AND FIRST LINE

"From bare boat to hidden in X minutes."

WHAT TO SAY

- Count it out loud or put a timer on screen.
- Point out the one step most people get wrong.

HOW TO FILM IT

1. Boat on the trailer in the driveway, phone on a tripod, wide.
2. Speed it up in the edit, keep the timer on screen.

Caption: Blind setup in real time. What's your record? **Call to action:** Comment your setup time.

12

Tue, week 3

Attention | Video

The ice bucket challenge

Shop

HOOK: ON SCREEN AND FIRST LINE

"Bare hand vs the Handwarmer Mitt. Who quits first?"

WHAT TO SAY

- Two guys, a cooler of ice water, a handle grip in each.
- One bare hand, one in the mitt. Check in every 20 seconds.

HOW TO FILM IT

1. Film it at the shop, phone on a tripod.
2. Close-ups of both hands. Keep the reactions.

Caption: Science. Kind of. Your hands on the tiller at 6 a.m. will thank you. **Call to action:** Tag the guy with frozen hands.

13

Wed, week 3

UGC | Testimonial | Video

A customer's first hunt out of the blind

From customers

HOOK: ON SCREEN AND FIRST LINE

"His first morning in it."

WHAT TO SAY

- Their clip, one line on screen.

HOW TO FILM IT

1. Text customers who bought a blind: "Mind sending a quick clip from your first hunt? Vertical is perfect."

Caption: Customer sent this from his first hunt out of the blind. That's what it's for. **Call to action:** Send us your first-hunt clip.

14

Thu, week 3

Why You | Photo

The crew behind every order

Shop

HOOK: ON SCREEN AND FIRST LINE

"The people who pack your order."

WHAT IT SHOWS

- A photo of the crew, or one person per slide with their name and job.

HOW TO SHOOT IT

1. Same spot in the shop, light from the bay door.
2. Catch them working, not posing.

Caption: Every order gets packed by someone who hunts. Say hi to the crew. **Call to action:** Say hi in the comments.

15

Fri, week 3

The Offer | Photo

Gloves vs the mitt

Shop

HOOK: ON SCREEN AND FIRST LINE

"Gloves get wet. The mitt doesn't care. $100."

WHAT IT SHOWS

- Slide 1: the mitt on the handle. Slide 2: a soaked glove next to it. Slide 3: what it fits.

HOW TO SHOOT IT

1. Shoot the mitt on a handle at the bench.
2. A wet glove beside it for the comparison.

Caption: The Mud Buddy Handle Handwarmer Mitt. $100. Fits handles it fits. **Call to action:** Shop the mitt. Link in bio.

Week 4: Opening week

Remind, prove, and ask. Everything points to the offer.

16

Mon, week 4

Expertise | Video

The kit that gets you home

Shop

HOOK: ON SCREEN AND FIRST LINE

“The kit that gets you home when the motor won’t.”

WHAT TO SAY

- Walk through what's in the Just In Case Emergency Kit.
- One line each: what breaks, and what fixes it. $263.

HOW TO FILM IT

1. Kit open on the bench, overhead.
2. Close-up of each piece as you name it.

Caption: Nobody plans to break down. Pack it anyway. Built for the HDR. **Call to action:** Save this before opening day.

17

Tue, week 4

Attention | Video

Why we get up at 4 a.m.

Already have it

HOOK: ON SCREEN AND FIRST LINE

“This is why we get up at 4 a.m.”

WHAT TO SAY

- No talking. Real motor sound.

HOW TO FILM IT

1. Your best sunrise run from last season, or a customer's.
2. 3 or 4 clips, under 15 seconds.

Caption: Opening week. Sound on. **Call to action:** Share it with your hunting crew.

18

Wed, week 4

UGC | Testimonial | Video

What five seasons does to a part

Shop

HOOK: ON SCREEN AND FIRST LINE

“Five seasons in the mud. Cheap part vs ours.”

WHAT TO SAY

- Hold a worn cheap part next to a BPS part with the same seasons on it.
- Point at the wear. Say what failed and why.

HOW TO FILM IT

1. Both parts on the bench, side by side.
2. Slow close-ups of the wear.

Caption: Same mud, same seasons. The difference is what it's made of. Your real example. **Call to action:** Call us to see what fits your motor.

19

Thu, week 4

UGC | Testimonial | Photo

A customer text

From customers

HOOK: ON SCREEN AND FIRST LINE

“One line from a customer’s text.”

WHAT IT SHOWS

- The text, over a photo of the part they're talking about.

HOW TO SHOOT IT

1. Screenshot the text (with their OK, name covered).
2. Lay it over a product photo.

Caption: Messages like this are the best part of the job. Thanks, customer. **Call to action:** Send us your story. DM us.

20

Fri, week 4

The Offer | Video

Opening week checklist

Shop

HOOK: ON SCREEN AND FIRST LINE

“Opening day is date. Is your boat ready?”

WHAT TO SAY

- Four lines: service it, prop it, blind it, pack the kit.
- Your offer ends date.

HOW TO FILM IT

1. Talk to camera at the bench.
2. Quick cuts of the month's best clips.

Caption: Everything you need before opening day, in one place. Offer ends date. **Call to action:** Shop before date. Link in bio.

YOUR TURN

Want a plan like this for your brand?

Answer a few quick questions and give us your website. We read your products and the way you talk, then write all 30 days: the calendar, every hook, what to say and how to film it.

Your custom 30-day plan
contentgrowthplaybook.com/outdoor/plan

~~$49.99~~ **$14.99**