



14-Day Instagram Content Plan for a Psychologist

Goal

- Attract potential clients
- Build trust and credibility
- Demonstrate expertise through educational content

Content Plan

Day	Topic	Type
1	What Is Anxiety and How Does It Affect Daily Life?	Educational
2	5 Early Signs of Emotional Burnout	Educational
3	Common Myths About Therapy	Myths
4	3 Simple Techniques to Reduce Stress	Tips
5	Mistakes People Make When Managing Anxiety	Educational
6	Case Story: From Constant Stress to Better Balance	Story
7	Frequently Asked Questions About Therapy	Q&A
8	Self-Help Habits for Better Mental Health	Tips
9	Reminder: It's Okay to Ask for Help	Emotional
10	Reels Idea: A Day in the Life of a Psychologist	Video
11	Myth vs Fact: Therapy Is Only for Serious Problems	Educational
12	Mental Health Self-Check Checklist	Practical
13	Why People Ignore Emotional Problems Too Long	Problem-Solving
14	Book a Free Consultation Call	Sales

Story Ideas

Question of the Day:

"What is your biggest source of stress right now?"

"Have you ever considered therapy?"

- Yes
- Not yet

Myth or Fact:

"Strong people never need psychological support."

Mood Check:

"How are you feeling today?"



Behind the Scenes:

A glimpse into a psychologist's workspace or daily routine.

Conclusion

This content plan is designed to increase engagement, build trust, and attract potential clients through consistent educational and value-driven content.