



CONTENT IDEAS

when you don't know what to post



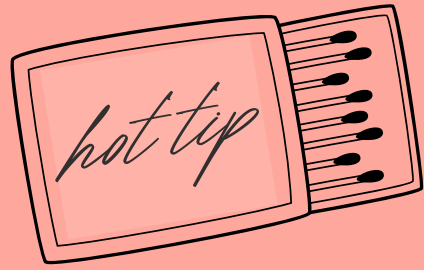
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creative content ideas

Struggling with what to post? We've been there but don't worry, you have so much content at your fingertips! Save and download this resource to use when you need some inspiration!

1. What's the number one thing your followers need to know about you + your business?
2. Share a client or customer testimonial.
3. Show a "day in the life" or morning routine as a _____. (insert your job title or industry)
4. Share your favorite _____ (industry) hacks.
5. What is at the heart and soul of your brand? Share your core values and why!
6. What is a myth about the _____ industry that just isn't true.
7. What's one tip that would give your audience a quick transformation?
8. Share and celebrate a milestone for your business.
9. Sneak peek of something you're currently working on.
10. Debunk a common myth in your industry.
11. How to choose the right _____ (example: realtor, skincare product, florist).
12. Similarly, five questions to ask before hiring a _____.
13. Share a simple checklist for overcoming your target market's main challenge.
14. Give a tour of your workspace - this could be as small as a home office or as big as a full warehouse!
15. Share the process for working with you.
16. Show a before and after of something or someone you worked with.
17. Share a relatable story or experience your audience would appreciate or benefit from hearing.
18. Describe something you wish people knew about the _____ industry.
19. De-influence a trend in your industry.
20. Talk about three tools you couldn't live without in your industry.





Many of these can be done as either a short video (reel) or graphic - it's totally up to you!

21. Share a recent update or trend in your industry.
22. Describe three things about you or your business that are not common knowledge.
23. Introduce your team.
24. Describe how working with your business is different from others in the same industry.
25. Shoutout another business that inspires you!
26. Post a throwback to show how far your brand/business has come.
27. Share the biggest lesson you've learned as a business owner.
28. Highlight a specific product or service that you want to promote that month - do the same for subsequent months!
29. Answer a common question you receive from you clients or audience.
30. Share advice you would give to your younger self.
31. Share a mini training tutorial or step-by-step process for a product or service you offer.
32. How do you practice self care and/or work life balance for yourself and your team?
33. Host a giveaway for a product or service.
34. Film a project or service time lapse. Tip: share the entire thing from start to finish - people like to see how things work behind the scenes!
35. What's in my _____ (work bag, desk drawer, car, etc.)?
36. Share a quote you love that also relates to your industry.
37. Show off your top selling product or service and why your audience needs it in their life.
38. Seasonal content related to your business or industry (holidays or time of year)
39. Why you shouldn't do X if you want Y... (industry or business-related).
40. Start a weekly series. Example: Friday Favorites

For more fun content ideas + to see these in action, follow us on Insta!

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