

this is why nobody is following your biz on Instagram



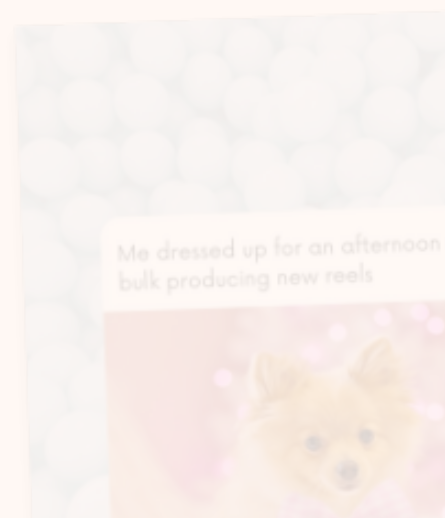
READ THE CAPTION



## THE BIG COLLECTION

# 365 Content Ideas

for 2022



# Instagram Post Ideas



Instead of ... do this

List things your followers should stop doing and what they should do instead to get better results

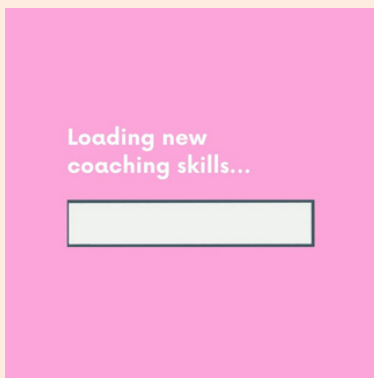
**Find this Template in:** Engagement Power Pack



"Things everybody tells you you need to do to ..."

List common bullsh\*t advice you hear in your niche every so often. Then debunk why it's not true in the caption.

**Find this Template in:** Coach Carousel Pack



Loading new skills

Share which new skill people will learn when they work with you or buy or products or programs.

**Find this Template in:** Coach Engagement Pack



### How you can work with me

Explain how people can work with you. This could mean presenting your services, different products or explaining your (coaching) methods

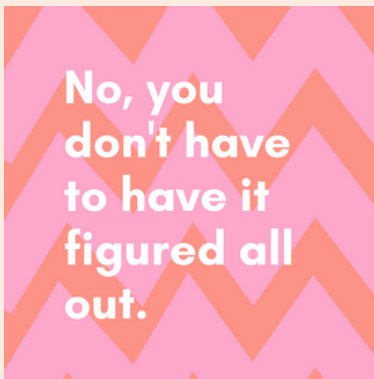
**Find this Template in:** Sales Power Template Pack



### Flash Sale

Share a Flash Sale (1 or 2 days only) with a special discount or a bonus

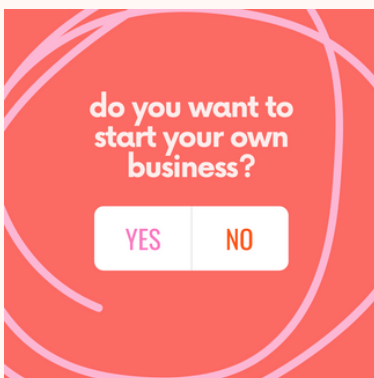
**Find this Template in:** Sales Power Template Pack



### No, you don't have to have it figured all out

Share an empowering quote and make your audience feel safe in your community

**Find this Template in:** Fancy Quotes Pack



### Yes / No

Ask a Yes/No question and engage your community to answer and share their opinion in the comments

**Find this Template in:** Kickstart your Instagram Pack



## Q&A

Engage your followers to share their questions about a specific topic or for your next post/story/podcast/blog article/...

**Find this Template in:** Engagement Booster Templates



## What is your favorite...

Share a quiz with four possible answers and ask people about their favorite ... (something from your niche)

**Find this Template in:** Engagement Power Pack



## Introduce a Team Member

Share an introduction post for one of your team members or virtual assistants.

**Find this Template in:** Organic Instagram Growth Pack



## The Pyramid of...

Share a high-level concept from your business niche with a pyramid graphic

**Find this Template in:** Kickstart your Instagram Pack





## Client Testimonial

Share a testimonial from a happy client.

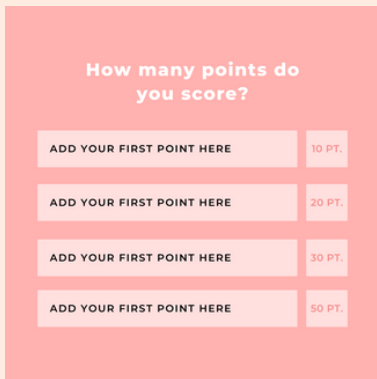
**Find this Template in:** Coach Engagement Pack

## STAY POSITIVE

## Stay Positive

There are so many reasons to stay positive. List a few of them in the caption to give your community a good feeling.

**Find this Template in:** Positivity & Affirmations Pack



## How many points do you score?

List four things people should be doing (in your niche) and rate them with points. Engage your community to post their score in the comments.

**Find this Template in:** Engagement Booster Templates



## X Reasons why working with me can help

Explain why it helps working with you. What do people gain when they trust you instead of doing it themselves?

**Find this Template in:** Coach Carousel Pack



## Checklist

Create a checklist of 4 things your followers need to do to get a specific result

**Find this Template in:** Engagement Power Pack



## Must-Listen Episodes

Share some of your favorite, most played or essential episodes from your podcast.

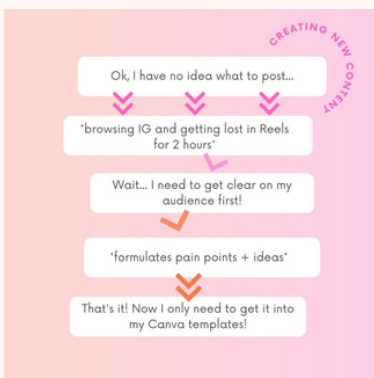
**Find this Template in:** Podcast Template Pack



## Your tools

Share the tools you use every day in your business

**Find this Template in:** Memes + GIFs Pack



## Process Blueprint

Explain a process from problem over the steps you need to take to the solution.

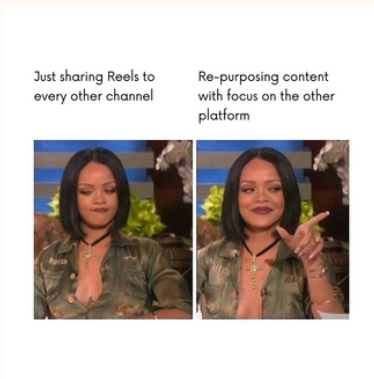
**Find this Template in:** Coach Engagement Pack



## Mental Health Reminder

Remind people that mental health is important

**Find this Template in:** Fancy Quotes Pack



## Nah vs. Yay

Two memes: Something you wouldn't want people to do and something that would definitely help them reach their goals

**Find this Template in:** Memes + GIFs Pack



## What you'll learn in my course/webinar/service/...

List 4 benefits people gain from booking one of your courses, programs, services or buying a specific product.

**Find this Template in:** Sales Power Template Pack

*EVERYTHING WILL  
be good  
DON'T WORRY TOO  
MUCH. JUST HANG IN  
THERE.*

## Everything will be good

Share a positive and empowering quote.

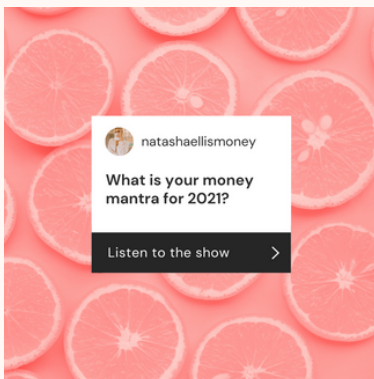
**Find this Template in:** Positivity & Affirmations Pack



### Oh hey!

Introduce yourself and share five facts people need to know about you.

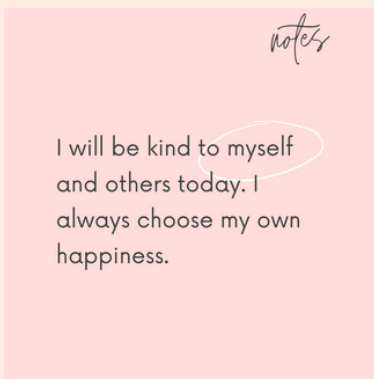
**Find this Template in:** Kickstart your Instagram Pack



### Ask a Question with CTA

Ask your community a questions and add a Call-to-action, e.g. Answer in the Comments, Read the Post, Listen to the Podcast, ...

**Find this Template in:** Podcast Template Pack



### Affirmation

Share an affirmation and engage your followers to share their favorite affirmations in the comments.

**Find this Template in:** Positivity & Affirmations Pack



### Blog Post

Share a Blog Post to direct people to your long form content and your website

**Find this Template in:** 30 Days of Content Pack



## Morning Routine

Share your morning routine and explain why this help you in your business or life.

**Find this Template in:** Positivity & Affirmations Pack



## Random people sliding in my DMs

Share a chat message with some weird stuff that people slide with in your DMs. Could be related to your business niche.

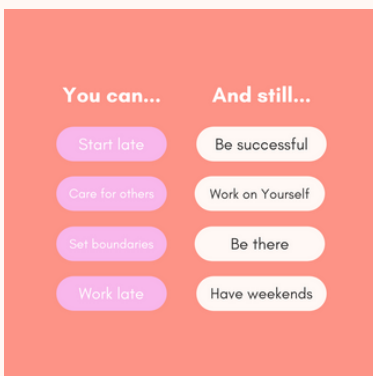
**Find this Template in:** Memes + GIFs Pack



## It's your own decision

Empower your community to make their own decisions.

**Find this Template in:** Modern Quotes Pack



## You can ... and still ...

Empower your audience by explaining that they don't need to have all the assets. List what they don't need to have in order to still reach their goals.

**Find this Template in:** Fancy Quotes Pack



### 4 Ways ... helps me ...

Share a meme with four (or more) things that help you accomplish your everyday tasks or tasks related to your business niche.

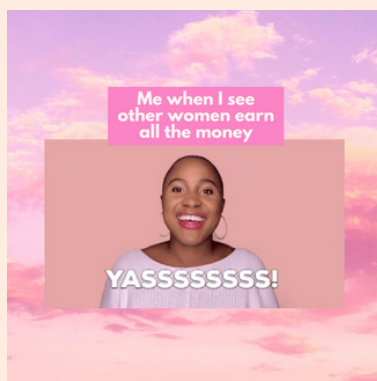
**Find this Template in:** Memes + GIFs Pack



### Countdown

Share a countdown to a program or service launch, your next podcast episode, a new reel coming or something else you are excited for.

**Find this Template in:** Podcast Template Pack



### YAS!

A fun meme combined with something that you celebrate or that makes you feel good in your niche or your veryday life.

**Find this Template in:** Podcast Template Pack



### 3 Tips to use Routines

Explain why routines are important to reach goals and share 3 tips how routines can help in your niche.

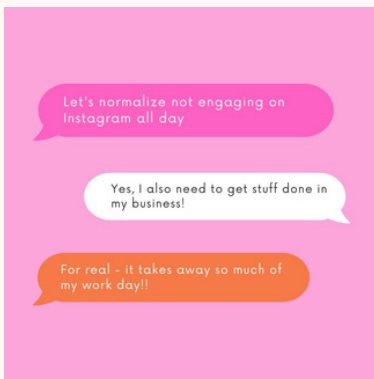
**Find this Template in:** Positivity & Affirmations Pack



### Search Bar

Ask a rhetorical question and give a piece of advice related to your business niche.

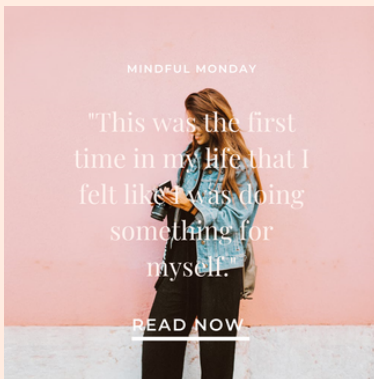
**Find this Template in:** Memes + GIFs Pack



### Let's normalize

Share what you wish people would normalize in your niche, e.g. something related to self doubts, showing weaknesses and not being perfect.

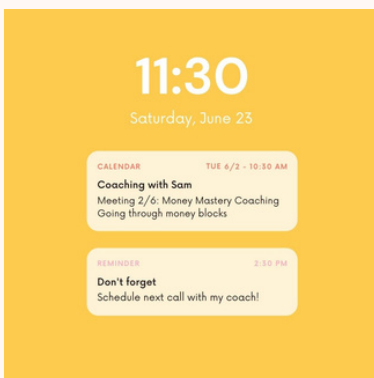
**Find this Template in:** Coach Engagement Pack



### Mindful Monday

Share a quote about mindfulness, either to promote one of your blog posts or podcast episodes or quote a thought leader in your niche.

**Find this Template in:** 30 Days of Content Pack



### Don't forget

Remind your community of an upcoming launch, spots opening for your coaching program or a sale.

**Find this Template in:** Organic Instagram Growth Pack



### What you can learn...

Share six things people can learn if they listen to your podcast/read your blog/buy your products/work with you...

**Find this Template in:** Podcast Template Pack



### Thank You

Celebrate a milestone you have reached on Instagram or in your business, and post a thank you to your community.

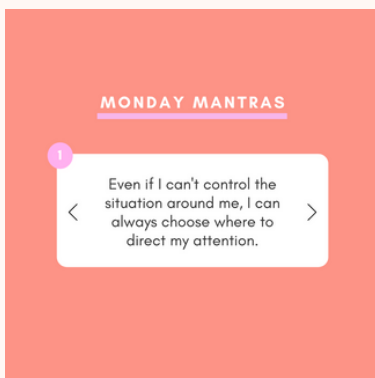
**Find this Template in:** Facebook Marketing Pack



### Positive Life or Business Affirmations

List 4 positive affirmations that help you in your business or in your life.

**Find this Template in:** Kickstart your Instagram Pack



### Monday Mantra

Share one (or more) business mantra(s) you live by

**Find this Template in:** Fancy Quotes Pack



beauty tip

Add a quick beauty tip in here to build trust with your audience. This is also a great template to turn into a carousel

### Tip from your niche

Share a quick tip from your niche. Make it a quick win to give people the good feeling of having done something.

**Find this Template in:** Beauty Instagram Pack

Good

Brows

Take

Time

### Good Things take Time

Share a quote with something that takes time to get good in your niche.

**Find this Template in:** Beauty Quotes Pack

Your Dream Career



### Venn Diagram

Post a venn diagram with 3 circles related to your niche topic.

**Find this Template in:** Engagement Boost Template Pack

NO PREJUDICES.  
NO WAKING UP  
EARLY.  
NO JUDGEMENT.  
NO TOXIC  
POSITIVITY.  
JUST PEACE.

### A Sign

Share a quote or an important message.

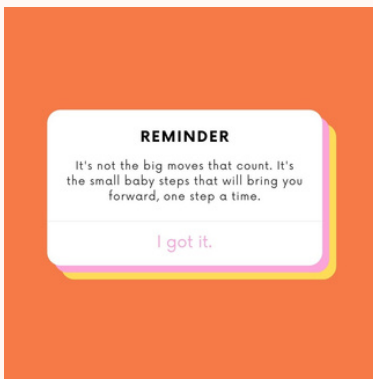
**Find this Template in:** Modern Quotes Pack



How to use ... to ...

Educate your community on how a tool in your niche can help them reach their goals

**Find this Template in:** Coach Carousel Pack



Reminder

Share a reminder related to your business niche.

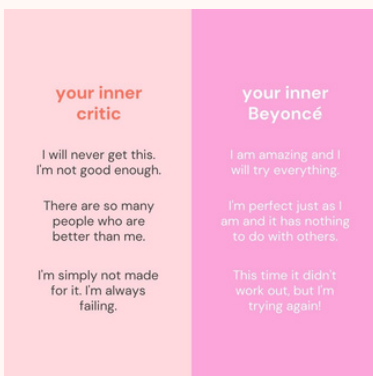
**Find this Template in:** Engagement Power Pack



This is why...

Explain a concept from your niche and make it controversial to engage your followers to read more in the caption.

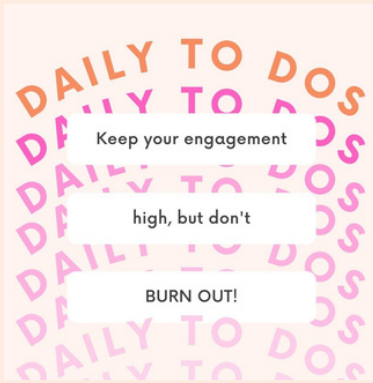
**Find this Template in:** Organic Instagram Growth Pack



Your inner critic vs your inner Beyoncé

Share your self doubts, related to your niche or your products/services and how people can overcome them.

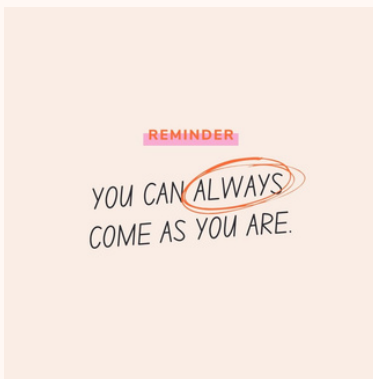
**Find this Template in:** Coach Carousel Pack



## Daily To Do List

Share 3 things that everybody in your community should have on their daily to do list.

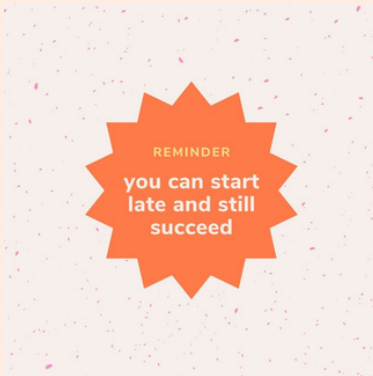
**Find this Template in:** Coach Engagement Pack



## You can always come as you are

Share a plea against perfectionism and empower your community to make decisions without being perfect.

**Find this Template in:** Modern Quotes Pack



## You can start late and still succeed

Remind your community that they can work with you at any point and that they can still reach their goals

**Find this Template in:** Modern Quotes Pack



## Positive Affirmations

Share 3 affirmations that help you stay focused in your work.

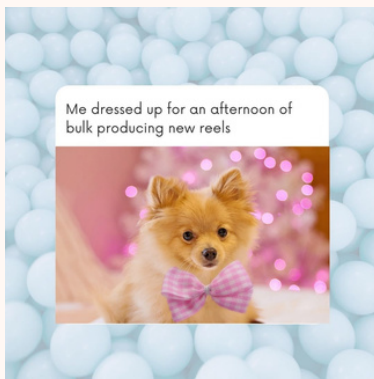
**Find this Template in:** Fancy Quotes Pack



### Pack of 3

Share 3 pieces of advice or things related to a concept from your business niche.

**Find this Template in:** Engagement Power Pack



### Me dressed up

What are you dressing up for, when you show up in your business or on your Instagram?

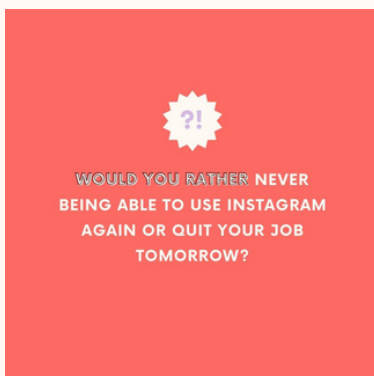
**Find this Template in:** Coach Engagement Pack



### Clueless

Share 3 things that go hand in hand in your business with this fun Clueless meme

**Find this Template in:** Free Instagram Templates



### Would you rather...?

Play "Would you rather" with your community. Use two options that are related to your offer to highlight its benefits.

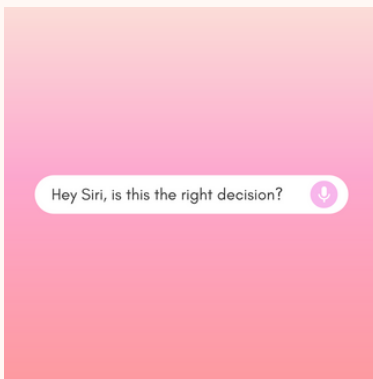
**Find this Template in:** Organic Instagram Growth Pack



### Puzzle Pieces

Two things from your niche that fit together like two puzzle pieces. You could share how working with you will benefit your client.

**Find this Template in:** Coach Engagement Pack



### Hey Siri

Ask Siri to solve a problem your ideal client has and share the solution or why this is a common problem in the caption.

**Find this Template in:** Fancy Quotes Pack



### Unpopular Opinion

Share an unpopular opinion and explain in two chat bubbles (or in more detail in the caption).

**Find this Template in:** Engagement Power Pack



### Home vs Business

A fun excursion into your life when you're home vs when you are working in your business

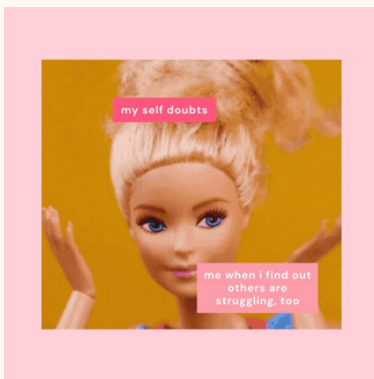
**Find this Template in:** Memes + GIFs Pack



## Questions answered

Share three answers or tips to a question you get asked often by your community.

**Find this Template in:** Engagement Power Pack



## Surprise Barbie

Share this fun meme with a situation that surprises you, related to your niche.

**Find this Template in:** Coach Carousel Pack



## My plan for the week

Share your plan for the week - could be related to your business niche or just a general peek into your everyday life.

**Find this Template in:** Podcast Template Pack



## It's okay

Share an empowering reminder that it's okay to not be perfect.

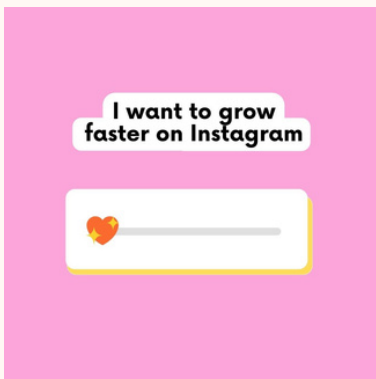
**Find this Template in:** Fancy Quotes Pack



### All babes are beautiful

Share a quote about female empowerment, diversity or (body) positivity.

**Find this Template in:** Free Instagram Templates



### Relatable problems

A problem the people in your community share and that they want to solve.

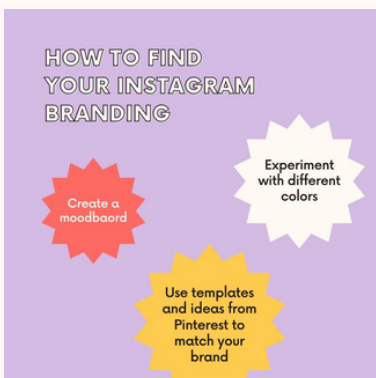
**Find this Template in:** Engagement Power Pack



### Don't burn out

Share a reminder that nothing is as important as (mental) health and show your community that you care about them.

**Find this Template in:** Organic Instagram Growth Pack



### How to (3 Tips)

Share 3 Tips to educate your audience and show that you are an expert in your niche/topic.

**Find this Template in:** Organic Instagram Growth Pack

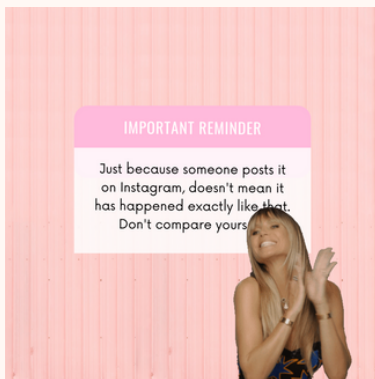




Do you want to ...?

Promote your offer by sharing what's possible if your followers invest into themselves.

**Find this Template in:** Sales Power Template Pack



Thought Leader

Share a quote from a thought leader in your niche.

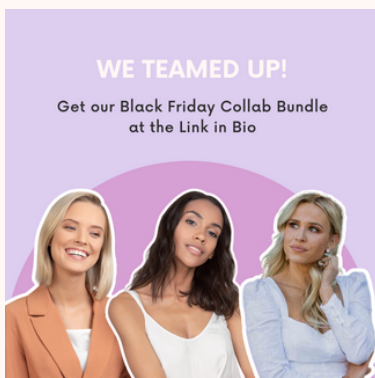
**Find this Template in:** Memes + GIFs Pack



What you think vs. What is true

Debunk 4 myths or common misconceptions and share what is actually true.

**Find this Template in:** Organic Instagram Growth Pack



Team Power

Share your favorite colleagues from your niche or team up for a joint product, IG Live or Masterclass.

**Find this Template in:** Sales Power Template Pack





## Ctrl + Alt + Del

Share something you would like to control, something you would like to alter and something you'd like to delete from your life or business.

**Find this Template in:** Fancy Quotes Pack



## Journaling Prompts

Share 4 journaling prompts to empower you community to get more confidence in their (purchase) decisions.

**Find this Template in:** Positivity + Affirmations Pack



## Go from this ... to this

List what people will gain from investing in your products or coachings and how you help them go from problem to solution.

**Find this Template in:** Sales Power Template Pack



## Drake Meme

Fill out the famous Drake meme, related to your business niche. Example: Something ineffective many people do vs. something that would be better

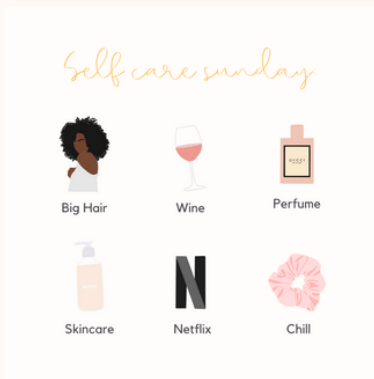
**Find this Template in:** Memes + GIFs Pack



## What will happen

Share the good things that will happen once your followers start investing in your offers.

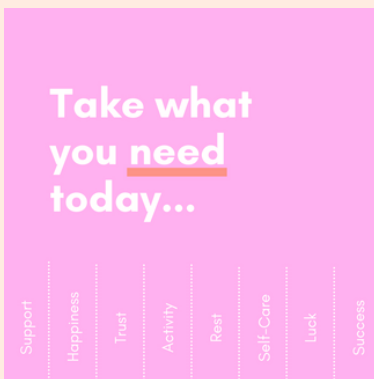
**Find this Template in:** Memes + GIFs Pack



## Self Care Sunday

Highlight how important self care is and list six things you think your community can't miss.

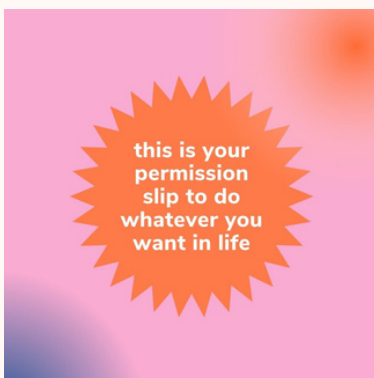
**Find this Template in:** Beauty Instagram Pack



## Take what you need

Let your audience "take" solutions to problems they would like to tackle related to your niche.

**Find this Template in:** Fancy Quotes Pack



## Permission Slip

Give your community a permission slip to reach whatever goal they follow you for

**Find this Template in:** Modern Quotes Pack



### The next chapter

Share a new chapter in your life or business, e.g, when you launch a new product, when you pivot your niche or when something big happens in your life.

**Find this Template in:** Fancy Quotes Pack



### You are...

Empower your community by sharing a positive affirmation directed at them.

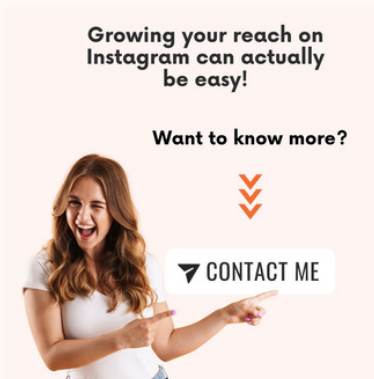
**Find this Template in:** Fancy Quotes Pack



### 3 Reminders

Share 3 reminders your community needs to keep in mind when they want to reach their goals.

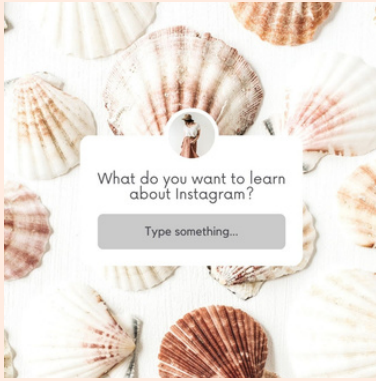
**Find this Template in:** Memes + GIFs Pack



### Contact Me

Engage your community to message you by explaining how you can help them.

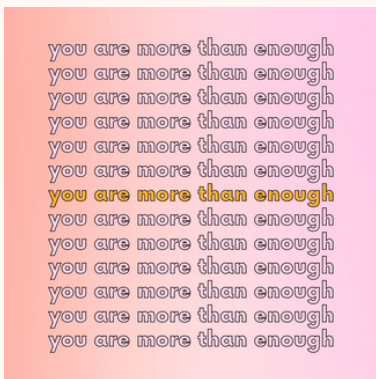
**Find this Template in:** Engagement Power Pack



### Ask a Question

Ask a question related to your followers pain points and let them answer in the comments.

**Find this Template in:** Engagement Power Pack



### Empowering Message

Share an empowering message around selling your offer.

**Find this Template in:** Organic Instagram Growth Pack



### Digital Product Mockup

Share what's inside one of your digital products, courses or programs and where people can buy it.

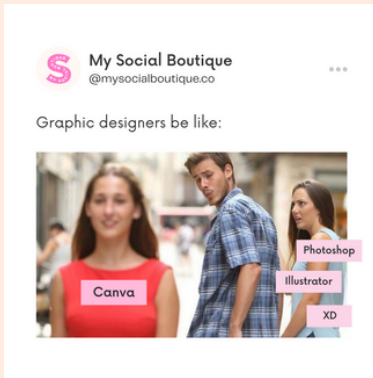
**Find this Template in:** Organic Instagram Growth Pack



### Circle of...

Share a high-level concept from your coaching or your everyday business life with a repeating circle.

**Find this Template in:** Coach Carousel Pack



### Popular Meme

Use this popular meme to describe your ideal client, yourself or another person / group of people from your niche.

**Find this Template in:** Memes + GIFs Pack



### Say it with 1 Word

Share a concept you love (from within your business niche) with just one word. You can explain it in more detail in the caption.

**Find this Template in:** Fancy Quotes Pack



### Ending soon

Share a sale, a promotion, a launch or something else that is ending soon and create scarcity around the offer.

**Find this Template in:** Sales Power Template Pack



### Mean Girls

Use this popular meme to explain a concept from your business niche.

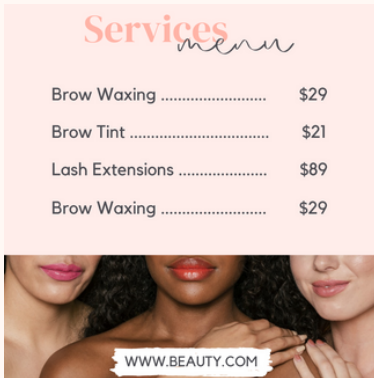
**Find this Template in:** Coach Engagement Pack



### The 3-2-1 Formula

Use the 3-2-1 Formula to explain one of your business routines, a productivity hack or a concept from your coaching.

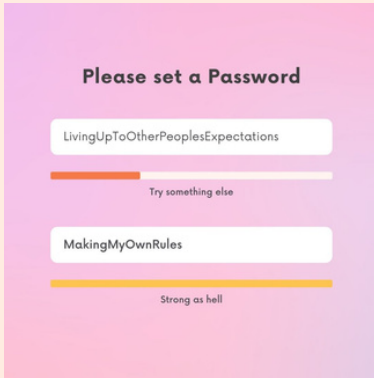
**Find this Template in:** Coach Carousel Pack



### Talk about your prices

We don't talk about money? Not anymore! Use this post to embrace transparency around your prices, your plans and what you offer.

**Find this Template in:** Beauty Template Pack



### Weak vs. Strong

Share a bad behaviour or something that you don't like to see in your niche - and as opposite something you would love to do and see more.

**Find this Template in:** Coach Engagement Pack



### Today I am...

Are you grateful today? Share why or let your followers in on what you are feeling. This boosts your likeness and can help with sales a lot!

**Find this Template in:** Positivity + Affirmations Pack

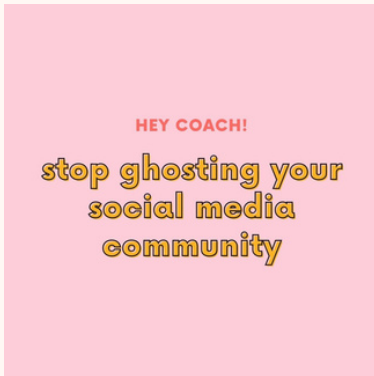
### 3 The Content Plan

Week 1: Plan + Structure	Week 2: Create Content	Week 3: Schedule + Post
Week 4: Plan + Structure	Week 5: Create Content	Week 6: Schedule + Post

#### Content Plan

Share content ideas for your niche to inspire your community.

**Find this Template in:** Coach Carousel Pack



#### Important Message

Talk directly to your ideal client and share a message that's really important for you.

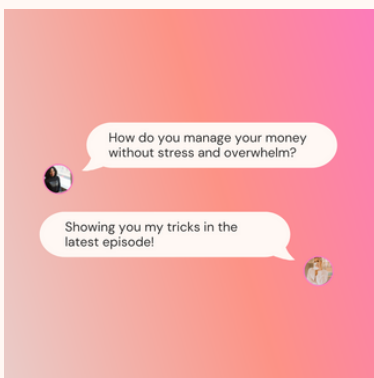
**Find this Template in:** Organic Instagram Growth Pack



#### Coaching Plan

Show how a coaching with you works in 3 bullet points, e.g, how many coaching hours are included, what's the holistic plan over multiple weeks, etc.

**Find this Template in:** Sales Power Template Pack

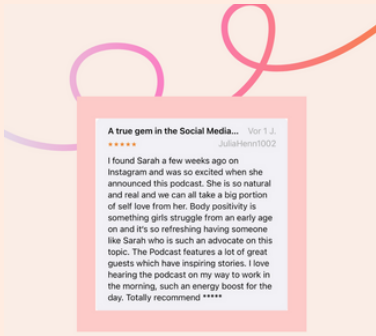


#### Quick Tip Chat

Share a chat between you and your ideal client to give a simple and educating tip your followers can easily try out themselves.

**Find this Template in:** Podcast Template Pack





## Social Proof Screenshot

Share a screenshot from iTunes (podcast review), from your DMs or your website showing a testimonial for social proof.

**Find this Template in:** Podcast Template Pack



## Before & After

Share two different types with GIFs: How your ideal client looks before working with you and afterwards.

**Find this Template in:** Organic Instagram Growth Pack



## No Strategy

Share what happens if people don't follow a strategy to reach their goals vs. 3 things to get them started on implementing one (this could be a great carousel).

**Find this Template in:** Organic Instagram Growth Pack

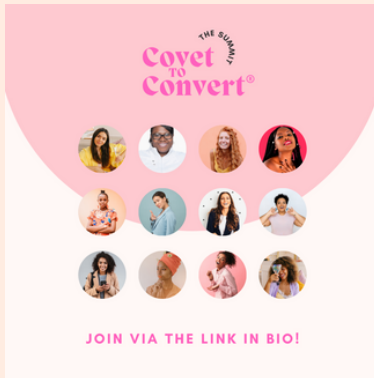


## What's inside

Share what's inside your coaching programs or courses (this could be a great carousel).

**Find this Template in:** Sales Power Template Pack

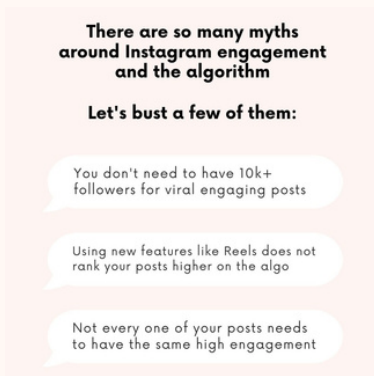




## Must Follow List

Share a list of industry leaders or colleagues your followers should follow for more insights and to connect with others.

**Find this Template in:** Sales Power Templates Pack



## Busting Myths

Share 3 common myths from your niche and bust them.

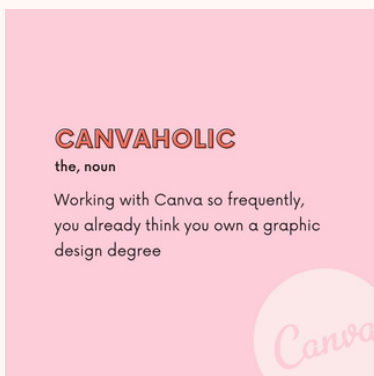
**Find this Template in:** Engagement Power Pack



## How you can join

Explain the steps your followers need to take to sign up for an email list, buy your offer or get in touch for coachings or services.

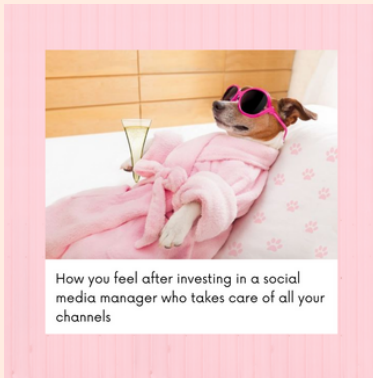
**Find this Template in:** Sales Power Template Pack



## Definition

Share a (made-up) definition of an important concept, person or strategy from your business niche.

**Find this Template in:** Organic Instagram Growth Pack



### How you feel...

Use this cute meme to explain how relaxed your clients will feel after booking one of your services or joining your programs.

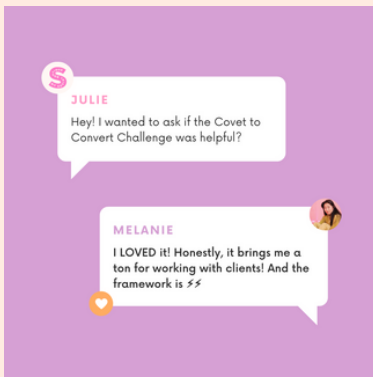
**Find this Template in:** Memes + GIFs Pack



### Steps on the Roadmap

Share the steps your ideal client needs to take to reach their goals or get results from your offers in a roadmap.

**Find this Template in:** Facebook Marketing Pack



### Social Proof Chat

Share social proof (review from clients) in a chat.

**Find this Template in:** Sales Power Template Pack



### It's not your job

Share an empowering reminder where your community should set boundaries, related to your niche.

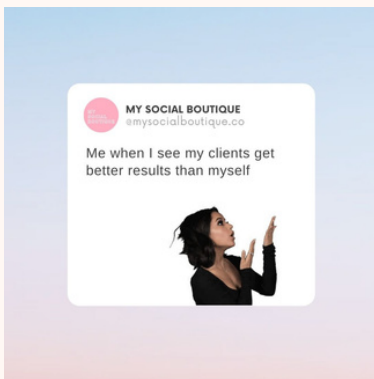
**Find this Template in:** Fancy Quotes Pack



Announce FB or IG Live

Announce that you are going live on Instagram (or FB) or share where people can see the recording of your live.

**Find this Template in:** Facebook Marketing Pack



Your client getting results

Use this GIF to show how happy you feel when your clients get a certain result.

**Find this Template in:** Organic Instagram Growth Pack



Loading...

Talk about a skill your audience should learn to reach their goals.

**Find this Template in:** Engagement Power Pack



Reframe false beliefs

Take the false beliefs and myths your community believes in and reframe them into what actually is true

**Find this Template in:** Coach Carousel Pack



## Ask the Community

Ask your community a question about your niche and let them answer in the comments.

**Find this Template in:** Engagement Power Pack



## 4 Aspects

Pick a problem your ideal client is facing and break into down into 4 easy to grasp aspects.

**Find this Template in:** Coach Carousel Pack



## Niche Myth

Share a myth in your niche and let your audience guess if it's true.

**Find this Template in:** Coach Carousel Pack



## 6 Ways to reach a goal

List 6 different ways how your ideal client can reach one of their goals and overcome a problem

**Find this Template in:** Facebook Marketing Pack



## Group Coaching

Explain how your group program can help your ideal client in a collaborative setting

**Find this Template in:** Facebook Marketing Pack



## Tweet Reminder

Share an important reminder in a fun tweet format or quote a tweet from a thought leader.

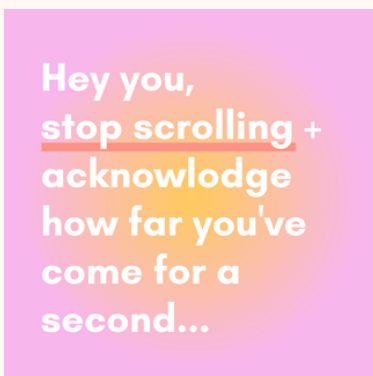
**Find this Template in:** Podcast Template Pack



## Industry News

Share 4 news from your niche from the last months.

**Find this Template in:** Coach Carousel Pack



## Stop Scrolling

Stop scrolling + share an important reminder for your community.

**Find this Template in:** Fancy Quotes Pack



Doors are open

Open the doors to a new program, membership or product and share the details in the caption

**Find this Template in:** Facebook Marketing Pack



Thank God it's Monday

Are you excited for monday? Share what you are looking forward to this week.

**Find this Template in:** Engagement Power Pack



Self Care

Explain how success in your niche and fulfilling your dreams can be seen as self care

**Find this Template in:** Beauty Instagram Pack



Community Challenge

Start a community challenge and let your followers share their biggest struggles. Encourage them to give each other tips in the comments.

**Find this Template in:** Facebook Marketing Pack

# More Instagram Post Prompts

**Share a step-by-step guide or roadmap**

**Tell a story of a fun failure, related to your niche**

**Share the biggest mistake you made since starting your business and how you grew out of it**

**Share where people can follow you elsewhere**

**Give a sneak peek into your next newsletter and encourage to sign up for your list**

**Run a giveaway and engage your followers to share**

**Share your marketing and launch calendar to hype your community up for your coming offers**

**Share your Top 5 next goals (related to your niche)**

**List 5 things you are grateful for (related to your business)**

**What advice would you give your past self?**

**Share a teachable moment from a client call**

**Share something that recently made you happy, e.g. a big client win**

**Share the #1 reason why people give up in your niche**

**Incorporate a Tip Tuesday into your weekly routine**

**Post a collaborative post with a business friend (on both your profiles)**

**Share a testimonial from a VIP client**

**Share an empowering post that what your community wants to achieve is possible**

**Answer 3 frequently asked questions related to one of your offers**

**Tell a motivating story how you overcame boundaries**



# Instagram Holiday Ideas

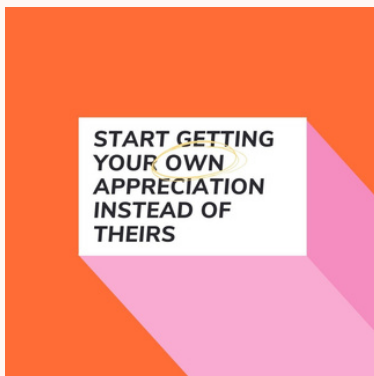
## JANUARY



Jan 01 | New Year's Day

Welcome the new year with a story or a reel and talk about what you are looking forward to.

**Find this Template in:** Coach Reels Creator



Jan 24 | International Day of Education

Share why getting better, learning new things and investing into education is so important.

**Find this Template in:** Modern Quotes Pack

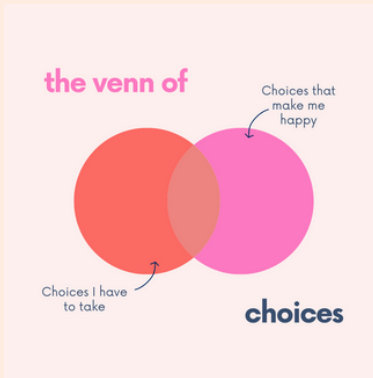


Jan 25 | Opposite Day

Create a post that lists "advice" exactly the opposite from what you really recommend. Resolve the question marks for your followers in the caption.

**Find this Template in:** Fancy Quotes Pack

## FEBRUARY



Feb 09 | National Pizza Day

What pizza has to do with your offer - get creative and use a venn diagram to show what they both have in common.

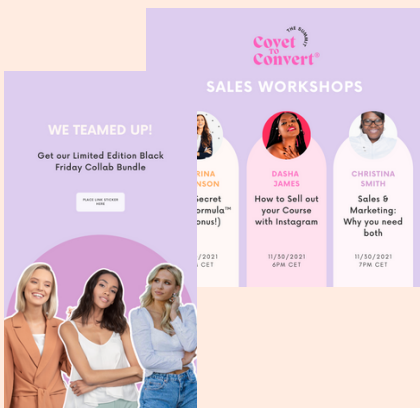
**Find this Template in:** Kickstart your Instagram Pack



Feb 14 | Valentine's Day

Love is in the air! Share a post where you explain why you love with what you do.

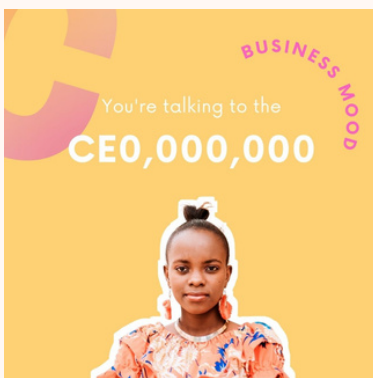
**Find this Template in:** Free Instagram Templates Pack



Feb 17 | Random Acts of Kindness Day

Share a random act of kindness and tag other business women from your niche in a post or story.

**Find this Template in:** Sales Power Template Pack



Feb 20 | World Day of Social Justice

Social justice concerns all of us. Share a personal post, e.g. of your (business owner) story.

**Find this Template in:** Coach Engagement Pack

## MARCH



March 08 | International Women's Day

Celebrate all women and all female entrepreneurs around the globe.

**Find this Template in:** Coach Engagement Pack



March 17 | St Patrick's Day

Create a giveaway of one of your (digital) products or gift one lucky winner a free coaching with you. Engage your followers to share your story for an entry.

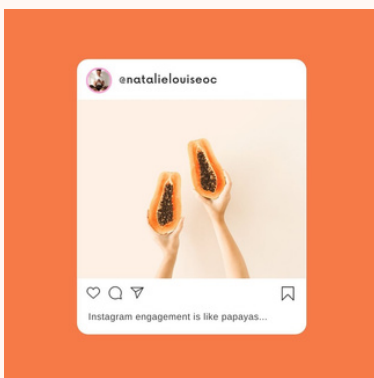
**Find this Template in:** Engagement Story Pack



March 20 | International Day of Happiness

What makes you happy? Share a story or a post and share a personal story.

**Find this Template in:** Kickstart your Instagram Pack



March 22 | World Water Day

Share a routine that has become as important as water for you. E.g. something you do in your business everyday.

**Find this Template in:** Engagement Power Pack

## APRIL



April 01 | April Fool's Day

Fool your Followers by posting a 'Quitting/Pivoting my business' or similar story. Debunk your joke later the day.

**Find this Template in:** Beauty Instagram Pack



April 16 | Wear your PJs to work day

Share a fun story of you in your PJs in your home or in your office.

**Find this Template in:** Girlpower Story Pack



April 22 | International Earth Day

Share a positive quote.

**Find this Template in:** Positivity & Affirmations Pack



April 26 | World Intellectual Property Day

Do you own an online business and have your digital products ever been stolen or copied? Use a story to educate about copyright and intellectual property.

**Find this Template in:** Minimal Marble Story Pack

# MAY



May 04 | Star Wars Day

It's time for a fun Yoda or Star Wars meme!

**Find this Template in:** Memes + GIFs Pack



May 05 | Cinco de Mayo

Promote your offer and share what's inside - just like in your favorite taco!

**Find this Template in:** Sales Power Template Pack



May 08 | Mother's Day

It's the day to say thank you to your Mum and remind your community with a personal post.

**Find this Template in:** Fancy Quotes Pack



May 21 | International Tea Day

Do you like drinking tea? Or are you more of a coffee lover? Share a poll in your stories to ask your followers what they prefer.

**Find this Template in:** Engagement Stories Pack

# JUNE



June 02 | Leave the Office Early Day

Share a reminder that taking breaks, not working to much and leaving early sometimes is so important to stay away from burn out and stress.

**Find this Template in:** Engagement Power Pack



June 05 | National Donut Day

Share what you don't need in your life with this fun donut meme.

**Find this Template in:** Kickstart your Instagram Pack



June 21 | National Selfie Day

What a fun day! Share a selfie in a post or story and (re-)introduce yourself.

**Find this Template in:** Organic Instagram Growth Pack



June 27 | Small and Medium Business Day

It's time to celebrate all small businesses. Share a story with your favorite small businesses from different niches.

**Find this Template in:** Sales Power Template Pack

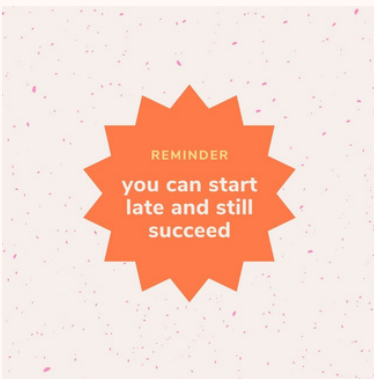
# JULY



July 04 | Fourth of July

Share an out of office post to remind your community that it's important to take breaks.

**Find this Template in:** Kickstart your Instagram Pack



July 12 | Simplicity Day

Explain why less is more and how minimalism and simplicity can make things easier for your community (related to your niche).

**Find this Template in:** Modern Quotes Pack



July 17 | World Emoji Day

Share your favorite emojis in the caption.

**Find this Template in:** Free Instagram Templates Pack



July 30 | International Day of Friendship

Share a story about how you are building friendships on social media. This could also be a great collab between you and an IG friend to promote your businesses.

**Find this Template in:** Kickstart your Instagram Pack



# AUGUST

Me watching my Reels view count stop at 1,497



August 08 | International Cat Day

Time to share a cute cat meme and use it to promote one of your offers

**Find this Template in:** Memes + GIFs Pack



August 10 | National Lazy Day

Talk about how started your day lazy and then share some behind the scenes what you are currently working on.

**Find this Template in:** Organic Instagram Growth Pack

Self care sunday



Big Hair



Wine



Perfume



Skincare



Netflix



Chill

August 15 | National Relaxation Day

Share a post with six concepts for more relaxation and self care.

**Find this Template in:** Beauty Instagram Pack



How you feel after investing in a social media manager who takes care of all your channels

August 26 | National Dog Day

Share a cute dog meme, explaining a high level concept from your business niche.

**Find this Template in:** Memes + GIFs Pack



# SEPTEMBER



September 06 | Read a Book Day

Recommend your favorite books from your business niche + ask your community to share their own favorites.

**Find this Template in:** Kickstart your Instagram Pack



September 15 | Online Learning Day

Flash Sale! Share a discount (only for this day) for one of your online courses, programs or digital products.

**Find this Template in:** Sales Power Templates Pack



September 18 | International Equal Pay Day

Share a female empowerment post about equal pay and raising your prices.

**Find this Template in:** Podcast Posts Pack



September 30 | International Podcast Day

Share a list of your favorite podcasts or if you have your own podcast, share which episodes are a must-listen.

**Find this Template in:** Podcast Template Pack

## OCTOBER



October 01 | International Coffee Day

Share a coffee meme, related to your business niche.

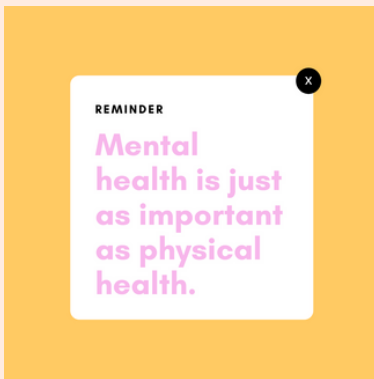
**Find this Template in:** Memes + GIFs Pack



October 02 | World Smile Day

Share a reminder that everyone is enough, just as they are and engage your community to share some kindness that makes somebody smile in the comments.

**Find this Template in:** Fancy Quotes Pack



October 10 | World Mental Health Day

Share a reminder that mental health is super important and talk about your own story (if you have one).

**Find this Template in:** Fancy Quotes Pack



October 31 | Halloween

Trick or Treat! Share a story what youa re up to this Halloween.

**Find this Template in:** Marble Stories Pack

# NOVEMBER

## Small Business Bingo

WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE
WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE
WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE
WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE	WRITE SOMETHING HERE

November 16 | Entrepreneurs Day

Share the small business bullsh\*t bingo.

**Find this Template in:** Kickstart your Instagram Pack



November 25 | Black Friday

Share your Black Friday Deal of a special offer.

**Find this Template in:** Sales Power Template Pack



November 26 | Small Business Saturday

Join forces with another business owner from your niche and record a podcast episode, an Instagram collab or something similar.

**Find this Template in:** Podcast Template Pack



November 28 | Cyber Monday

Share a Cyber Monday Giveaway.

**Find this Template in:** Sales Power Template Pack

## DECEMBER



December 04 | National Cookie Day

Remind your community that each of them is unique, not made with a cookie cutter and thus, it doesn't make sense to compare yourself.

**Find this Template in:** Memes + GIFs Pack



December 09 | Christmas Card Day

Write an imaginative Christmas card to Instagram and add your wishlist.

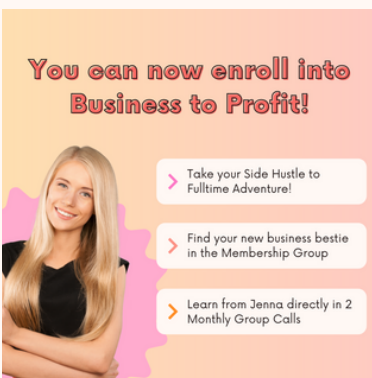
**Find this Template in:** Modern Quotes Pack



December 25 | Christmas Day

Send your followers a Merry Christmas message.

**Find this Template in:** Engagement Power Stories Pack



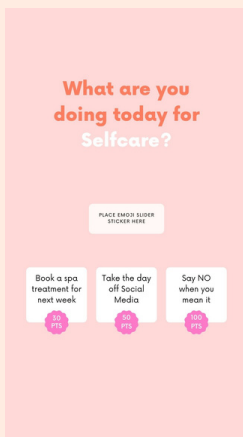
December 31 | New Year's Eve

Share a reflection of the year, and your three best lessons learned.

**Find this Template in:** Facebook Marketing Pack

## 365 DAYS OF CONTENT IDEAS

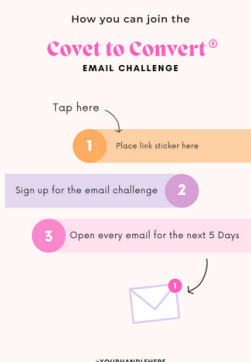
# Instagram Story Ideas



### Self Care Slider

Ask your community about their self care level (or something else, related to your niche) and use the moji slider for interaction.

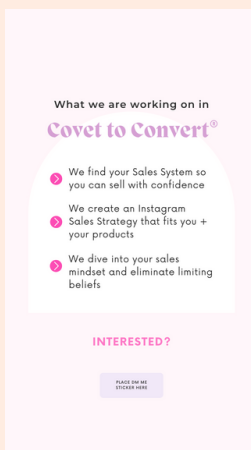
**Find this Template in:** Engagement Power Stories Pack



### Freebie Download

Share your freebie and explain how people can download it (include a link sticker).

**Find this Template in:** Sales Power Template Pack



### What you will learn

Share three benefits people will have from working with you.

**Find this Template in:** Sales Power Template Pack

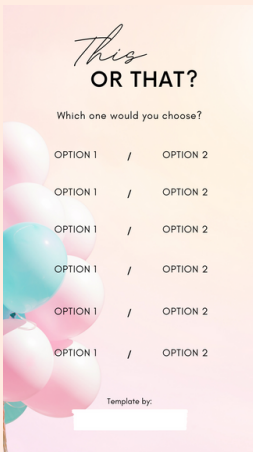




## Don't make these mistakes

Share some typical mistakes people in your niche make and why they shouldn't do it.

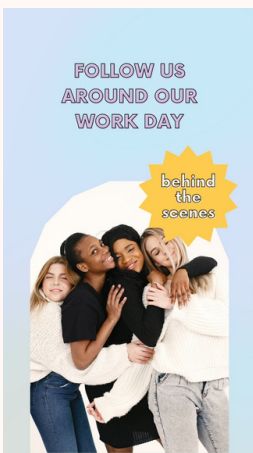
**Find this Template in:** Coach Reels Creator



## This or That

Share a 'This or That' game slide with topics from your business niche and encourage your community to fill it out and repost it.

**Find this Template in:** Story Games Pack



## Follow us around

Share a behind-the-scenes of your typical workday and let your community follow you around.

**Find this Template in:** Organic Instagram Growth Pack



## Debunk false beliefs

Debunk a false belief from your ideal client in a made-up chat - or share a screenshot from a real DM/message.

**Find this Template in:** Sales Power Template Pack



## Latest Trends

Share the latest trends in your niche and discuss them with your community (use the question sticker).

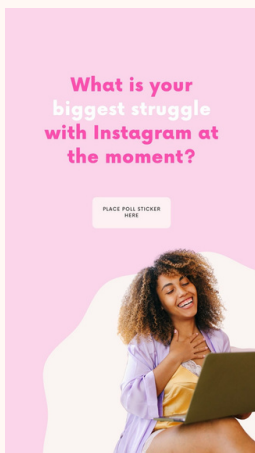
**Find this Template in:** Beauty Instagram Pack



## Pros vs Cons

Share your freebies or give something away for free to build trust.

**Find this Template in:** Engagement Power Stories Pack



## Biggest Struggle

Ask your community what they are struggling with the most (use the question sticker to collect answers).

**Find this Template in:** Engagement Power Stories Pack



## Q&A Game

Share a Q&A Game slide and let your followers fill it out and repost to their story.

**Find this Template in:** Engagement Booster Pack





## Giveaway

Share a giveaway for your latest offer and encourage your community to share it to their stories for an extra entry.

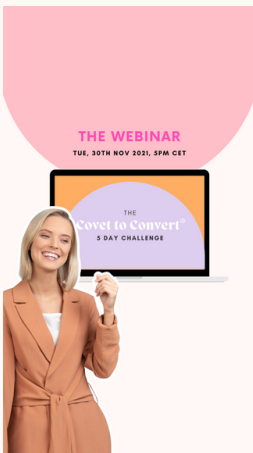
**Find this Template in:** Sales Power Template Pack



## Thank You

Say thank you to your community for reaching a milestone, like 10K followers.

**Find this Template in:** Organic Instagram Growth Pack



## Webinar Announcement

Announce a webinar and let people sign up for it by linking to the sign up page with the link sticker.

**Find this Template in:** Sales Power Template Pack



## Pick a Shape

Let people pick a shape (slide 1), then give them some advice based on the shape they picked (slide 2).

**Find this Template in:** Engagement Power Stories Pack



## Social Proof

Share social proof with a testimonial from a client and highlight 1-2 benefits of your offer.

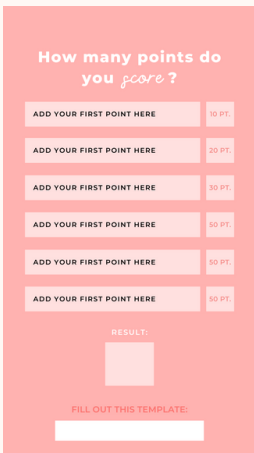
**Find this Template in:** Sales Power Templates Pack



## Bullsh\*t Bingo

Play a Bullsh\*t Bingo with things from your niche and engage your followers to repost it to their story.

**Find this Template in:** Engagement Power Stories Pack



## How many points?

Share a score sheet, related to your niche topic, and engage your followers to fill it out and post their scores in their story.

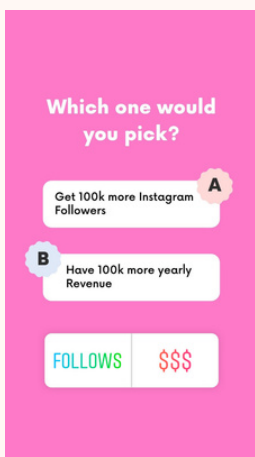
**Find this Template in:** Engagement Booster Pack



## Things I wish I knew

Share what you wish you knew when you started your journey at the point where your community is now.

**Find this Template in:** Kickstart your Instagram Pack



Which one would you pick?

Use the poll sticker to create an A or B option poll with options related to your business niche.

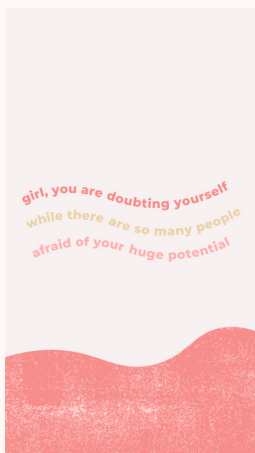
**Find this Template in:** Engagement Power Stories Pack



Meme Answers

Share answers from a question sticker with a fun meme background.

**Find this Template in:** Memes + GIFs Pack / Engagement Power Stories Pack



Empowerment Quote

Share an empowering quote.

**Find this Template in:** Engagement Booster Pack



Year's Recap

Share your favorites from the last year. This could be blog posts, Instagram posts, Reels, podcasts or something else.

**Find this Template in:** Kickstart your Instagram Pack



## GIF Types

Use two funny gifs and the poll sticker to let people decide which type they are.

**Find this Template in:** Organic Instagram Growth Pack



## Business Tools

Share your favorite business tools, either in a separate blog post or in the following story slides.

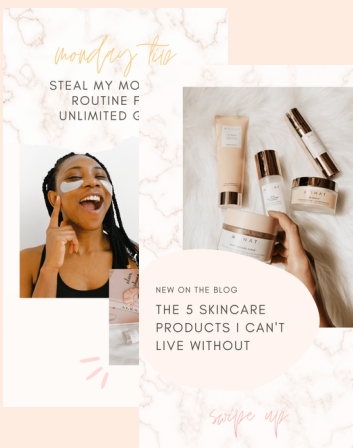
**Find this Template in:** Girlpower Stories Pack



## NEWS

Share news from your business (e.g. an upcoming launch, a new product, new podcast, ...) with a camera story.

**Find this Template in:** Kickstart your Instagram Pack



## Weekly Tip

Share a weekly tip over multiple slides to educate your community.

**Find this Template in:** Marble Stories Pack



## Stop this Checklist

Share a checklist of things your community should stop doing in order to get results.

**Find this Template in:** Memes + GIFs Pack



## Emoji Horoscope

Create an emoji horoscope story, adding in food or other emojis for every month. Encourage your followers to repost this story and their result.

**Find this Template in:** Engagement Booster Pack



## Kindness Quote

Share a quote of kindness and make someone's day.

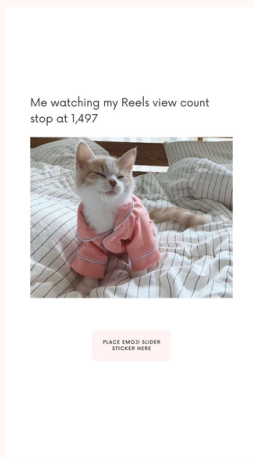
**Find this Template in:** Marble Stories Pack



## Spots open

Share a calendar graphic to indicate how many coaching or service spots you have open.

**Find this Template in:** Engagement Power Stories Pack



## Cute Cat Meme

Share a cute cate meme. Everybody loves cats!

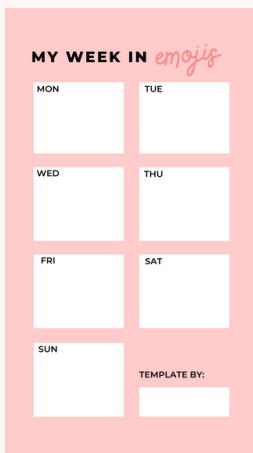
**Find this Template in:** Memes + GIFs Pack



## Collab Mini Training

Team up with two other businesses in your niche and deliver a mini training with your combined expertises. Include story takeovers for maximum visibility.

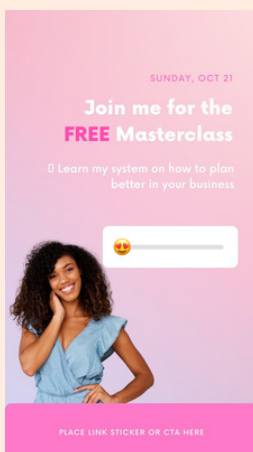
**Find this Template in:** Sales Power Template Pack



## My Week in Emojis

Let your community share their week in emojis and post this slide to their own story.

**Find this Template in:** Engagement Booster Pack



## Join the Free Masterclass

Promote your free Masterclass or a webinar and use the emoji sticker or the link sticker to engage interaction.

**Find this Template in:** Engagement Power Stories Pack



### Find the Words

Share a #Find the Words' game with hidden words from your niche or promoting one of your products.

**Find this Template in:** Story Games Pack



### Meme Reminder

Use this fun Mean Girls meme to share a reminder to your story.

**Find this Template in:** Engagement Power Stories Pack



### Weekly Favorites

Share your weekly favorites, from the blog, from Instagram, your podcast, your shop or elsewhere.

**Find this Template in:** Kickstart your Instagram Pack



### Mini Video Training

Share a Video training on camera and talk about something that helps solve a pain point of your community.

**Find this Template in:** Engagement Power Stories Pack





## 5 Phases

Educate your followers on the 5 phases of a concept from your niche.

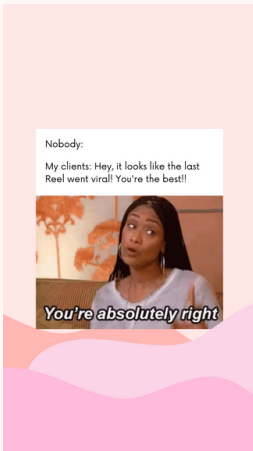
**Find this Template in:** Kickstart your Instagram Pack



Have you ever thought...?

Pick one aspect from a program, service or product and ask if your community has thought about how it could change their life. Perfect to introduce a launch phase or a sales story.

**Find this Template in:** Kickstart your Instagram Pack



You're absolutely right

Share something that's a must for reaching a goal in your niche - with this funny GIF.

**Find this Template in:** Memes + GIFs Pack



Get to know me

Share facts about yourself and let your community repost the story with their own answers.

**Find this Template in:** Girlpower Stories Pack





## Monthly Recap

Share a monthly recap of what happened in your business.

**Find this Template in:** Kickstart your Instagram Pack



## Daily Affirmations

Share some affirmations to empower your community.

**Find this Template in:** Kickstart your Instagram Pack



## Blog Post

Share a new blog post, a podcast episode or a freebie.

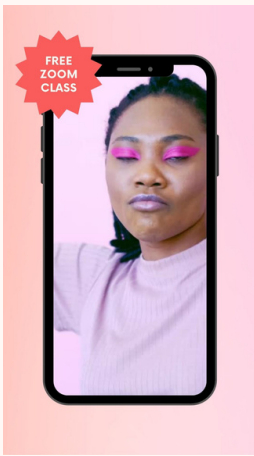
**Find this Template in:** Marble Stories Pack



## How to Training

Share a 'How to' Video Training explaining something that helps your community reach the next steps in their journey.

**Find this Template in:** Kickstart your Instagram Pack / Video Instagram Kit



### Free Masterclass Announcement

Announce a free masterclass, a free program or download with an on-camera story.

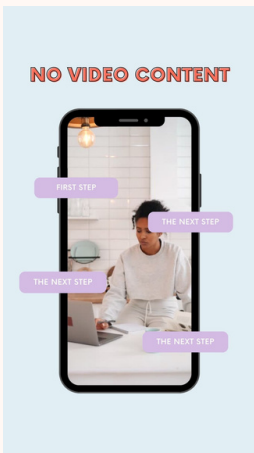
**Find this Template in:** Organic Instagram Growth Pack



### This or That - Picture Edition

Share two options for a 'This or That' with the Poll Sticker and use two images.

**Find this Template in:** Engagement Power Stories Pack



### No...

Explain what happens if people neglect a specific point in their journey (related to your niche).

**Find this Template in:** Organic Instagram Growth Pack



### What's in it?

Share what your latest offer includes with this fun big bag meme.

**Find this Template in:** Memes + GIFs Pack



## Shoutout

Join forces with other Instagram accounts in your niche and shoutout each other on your stories for more exposure.

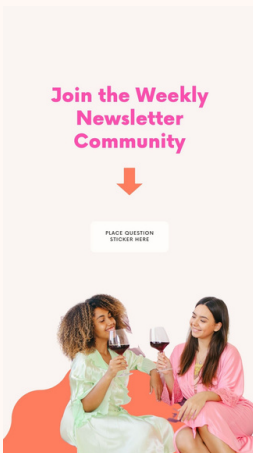
**Find this Template in:** Kickstart your Instagram Pack



## How I started my business

Share your business journey, explain why you are doing what you do and what led you there.

**Find this Template in:** Kickstart your Instagram Pack



## Join the Newsletter

Collect email addresses for your list with the question sticker.

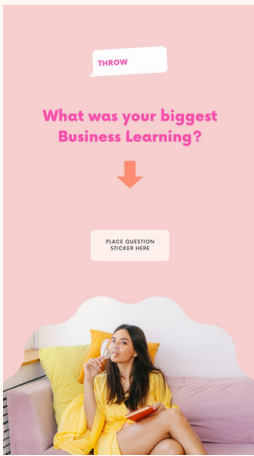
**Find this Template in:** Engagement Power Stories Pack



## Fill in the Blank

Share a 'Fill in the Blank' game slide and ask questions related to your business niche.

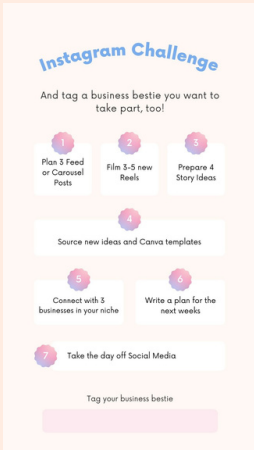
**Find this Template in:** Engagement Booster Pack



## Biggest Learning

Use the question sticker to ask your community for their biggest learning, in relation to your niche.

**Find this Template in:** Engagement Power Stories Pack



## Niche Challenge

Create a seven day challenge, related to your niche, and engage people to take part and repost it to their story.

**Find this Template in:** Engagement Power Stories Pack



## Introduction

Introduce yourself or one of your team members by sharing five facts nobody knows about you.

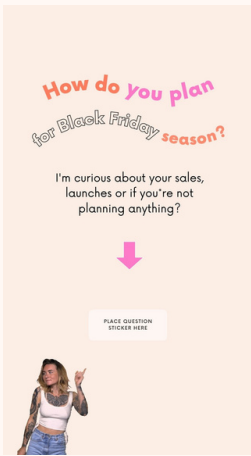
**Find this Template in:** Organic Instagram Growth Pack



## Quiz

Play a quiz with your community. Use the quiz sticker to share a question and up to four answer options.

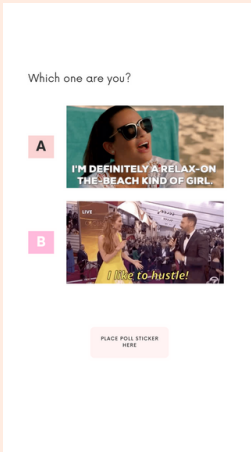
**Find this Template in:** Engagement Power Stories Pack



### Ask for the Plan

Ask your community what they are specifically planning for next week/month/year.

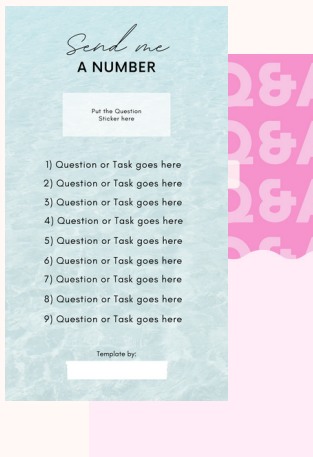
**Find this Template in:** Engagement Power Stories Pack



### Which one are you?

Share two memes and let your community decide with the Poll sticker which of them is more accurate for them.

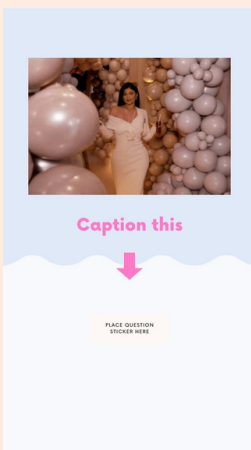
**Find this Template in:** Memes + GIFs Pack



### Send a number

Q&A the other way! Let people send you a number and then answer a the question at that number.

**Find this Template in:** Story Games Pack / Engagement Power Stories Pack



### Caption this

Share a funny GIF and let your community caption it (use the question sticker to collect funny captions).

**Find this Template in:** Engagement Power Stories Pack



## Tripple Down Effect

Show the benefits investing in your programs or services can have with this meme.

**Find this Template in:** Memes + GIFs Pack



## How you can work with me

Show your community three different ways how they can work with you or three different offers.

**Find this Template in:** Sales Power Template Pack



## Thought Leader Quote

Share a quote from a thought leader in your niche.

**Find this Template in:** Engagement Power Stories Pack



## On the Bucketlist

Let your community tick what's on their bucket list (design it related to a topic from your niche) and share it to their stories.

**Find this Template in:** Story Games Pack



## Special Sale

Discount one of your offers and share a special coupon code, only to your stories.

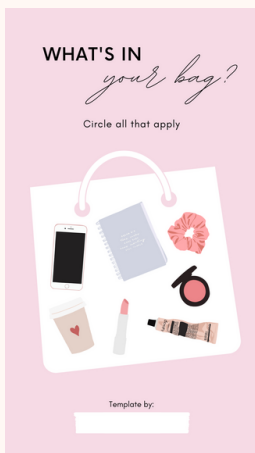
**Find this Template in:** Sales Power Template Pack



## New Podcast Episode

Share that there's a new podcast episode. Either from your own show or your favorite podcast.

**Find this Template in:** Kickstart your Instagram Pack



## What's in your Bag?

Play the 'What's in your Bag?' game with your community and use item you would need in your niche.

**Find this Template in:** Story Games Pack



## Milestone

Talk about a milestone you have reached recently and share how your community can also get there. E.g. promote an offer that is related to reaching this milestone.

**Find this Template in:** Kickstart your Instagram Pack



## 365 DAYS OF CONTENT IDEAS

# Story Weekday Prompts



### Mini Training Monday

Share a mini training about a pain point from your community.

**Find this Template in:** Engagement Power Stories Pack



### Tag Someone Tuesday

Use story games, tag someone to play along and get shares and interaction from your community.

**Find this Template in:** Engagement Power Stories Pack



### Work Wednesday

Share a behind the scenes video from your work day.

**Find this Template in:** Engagement Power Stories Pack





## Throwback Thursday

Share what you have learned in your business.

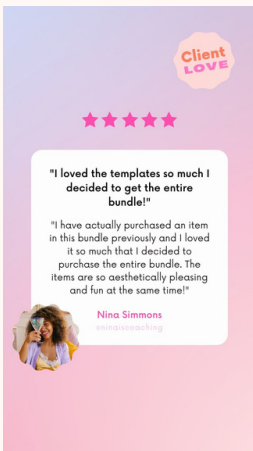
**Find this Template in:** Engagement Power Stories Pack



## Freebie Friday

Share your freebies or give something away for free to build trust.

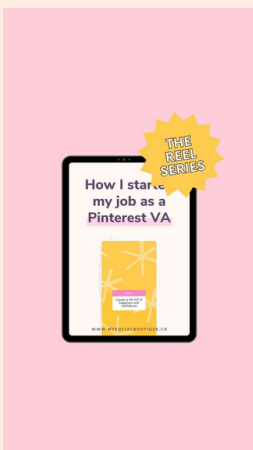
**Find this Template in:** Engagement Power Stories Pack



## Success Saturday

Share a testimonial or a win from a client.

**Find this Template in:** Engagement Power Stories Pack



## Social Sunday

Repost from an account you love or from a client to show some love

**Find this Template in:** Engagement Power Stories Pack

# More Instagram Story Prompts

**Share a new post from your feed or a Reel**

**Ask a 'This or That' question with the Poll Sticker**

**Talk about the pain points of your audience and show that you understand where they are**

**Share a surprise gift or freebie**

**Ask for feedback on a new program you are planning**

**Shoutout a fellow biz with the Support Small Business Sticker**

**Post a video tutorial on something your community wants to learn (quick wins!)**

**Repost a fun, relatable tweet**

**Share your Morning Intentions**

**Share ideas how to support small businesses**

**Share your favorite podcast episode of the week**

**Show business events you attend or business travels for a different perspective**

**Take part in a challenge with the 'Add yours' sticker**

**Ask your community what they are grateful for**

**Test drive your ads to see which ones may be a good candidate for a paid promotion**

**Share four mistakes your community is making**

**Use the Emoji Slider sticker to let your audience rate sneak peeks of a new offer**

**Search for beta testers for a new product or program**

**Ask your community what they want to see next from you**

**Post a quick selfie and promote one of your offers**

**Share a motivational story**

**Repost a post from your feed that asks a question in the caption**

**Share a screenshot of your feed / branding**

**Repost a feed post or a reel from an account in your niche**

**Remind your community to stop comparing themselves**

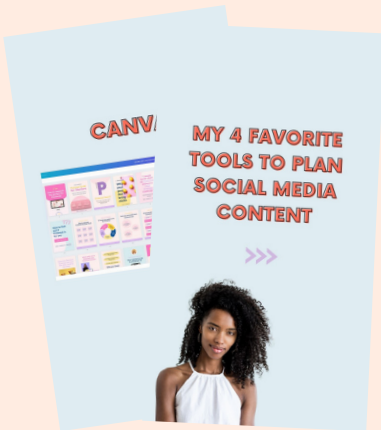
**Share your to do list of the day**

**Make a product story: Show a How To of your product or a peak into your process**

**Share a recap of the month/week/year in pictures from your phone**

**Create a weekday story feature**

# Instagram Reels Ideas



## Favorite Tools

Show your favorite tools for a topic from your niche.

**Find this Template in:** Organic Instagram Growth Pack



## Mistakes Made

Share which mistakes you made, regarding a result your community wants to achieve. And let them know how they can prevent this mistake from happening.

**Find this Template in:** Coach Reels Creator



## Trend

Hop on a popular Reels or TikTok trend.

**Find this Template in:** Coach Reels Creator



How it started vs How it's going

Share the progress you made in your business.

**Find this Template in:** The TikTok Template Pack



5 Steps to...

Share a 'Hot to' Tutorial in five quick steps. Use quick cuts and trending audio.

**Find this Template in:** Coach Reels Creator



5 Mistakes you are making

Share the mistakes you see your clients make.

**Find this Template in:** Coach Reels Creator



Freebie Introduction

Share a freebie your community can download from your website in a quick Reel (use trending sound, not longer than 10-15 seconds).

**Find this Template in:** Organic Instagram Growth Pack



How to prepare for...

Share how your community can prepare for a special event in your niche or in their lives.

**Find this Template in:** The TikTok Template Pack



How to build...

Share how your followers can build trust/a community/ or something else that they want to achieve.

**Find this Template in:** Organic Instagram Growth Pack



FAQ

Answer a frequently asked question from one of your followers in a quick talking Reel.

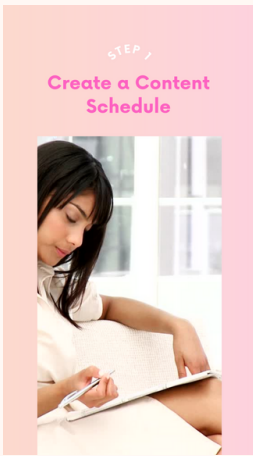
**Find this Template in:** Coach Reels Creator



5 Tips for...

Share five quick tips related to a topic in your niche. Use the ready made Canva templates to design this whole Reel!

**Find this Template in:** Coach Reels Creator



## Create a Schedule

Show your community how they can create a schedule to reach their goal (related to your niche).

**Find this Template in:** Coach Reels Creator



## Niche Rules

Share 3 Rules you think are essential to achieve a certain result in your niche.

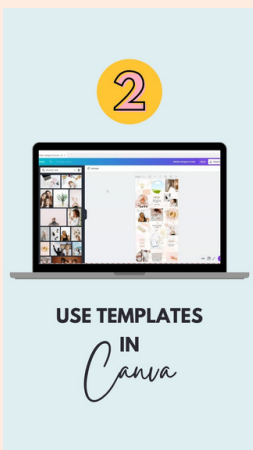
**Find this Template in:** Coach Reels Creator



## Reality vs Expectation

Give your followers a reality check and show them how it really is vs how people on Instagram think it is.

**Find this Template in:** The TikTok Template Pack

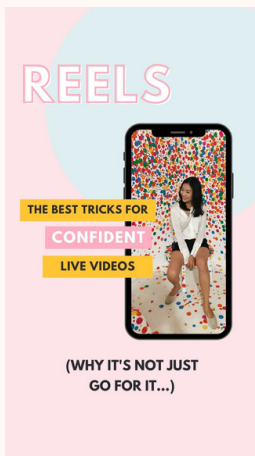


## Screencast Tutorial

Share a screencasted tutorial to explain a concept from your niche or show a tool on your computer.

**Find this Template in:** The Video Instagram Kit





## The Best Tricks

Share your best tricks for a pain point your community wants to overcome.

**Find this Template in:** The Video Instagram Kit



## Affirmations

Share affirmations, related to the results you followers want to achieve.

**Find this Template in:** The TikTok Template Pack



## 3 Reasons why...

Share 3 reasons why your followers haven't reached their goals yet. What is standing in their way?

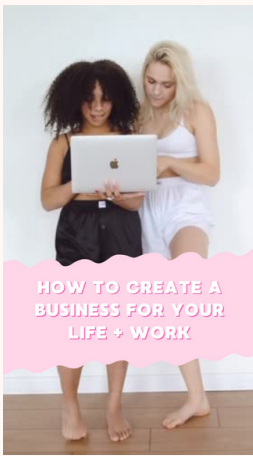
**Find this Template in:** The Video Instagram Kit



## Behind the Scenes: Product Edition

Explain what's behind the scenes of your product or offer creation - show them how you created your product, why and how they can get their hands on it

**Find this Template in:** The TikTok Template Pack



### Reel Collaboration

Join forces with another entrepreneur in your niche and co-create a Reel with your combined expertise.

**Find this Template in:** The TikTok Template Pack



### Before + After

Share a before and after Reel, related to a pain point of your audience.

**Find this Template in:** The Video Instagram Kit



### When someone copies your ideas

Share a fun reaction Reel to how you feel when you see somebody copy your (business) ideas.

**Find this Template in:** The TikTok Template Pack



### Reasons why you started your Business

Share the reasons why you started your business and what you would recommend those who are at the starting point now.

**Find this Template in:** The Video Instagram Kit



## Reels Tricks

Share your favorite Reels tips and tricks for your community to re-create.

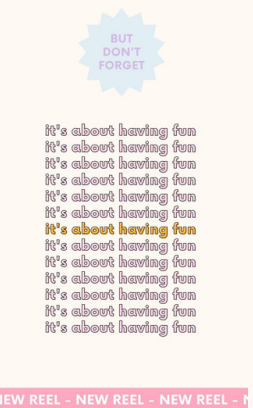
**Find this Template in:** The Video Instagram Kit



## Outtakes

Create a Reel out of your outtakes to make fun of yourself.

**Find this Template in:** Coach Reels Creator



## Empowering Message

Share an empowering or motivational message for your community.

**Find this Template in:** Organic Instagram Growth Pack



## Dos and Don'ts

Share the DOs and DON'Ts to reach a goal of your ideal client.

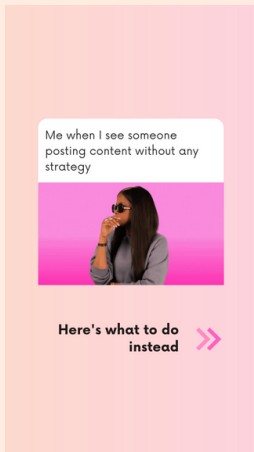
**Find this Template in:** The Video Instagram Kit



## The Formula

Share your success formula for a goal your community wants to reach.

**Find this Template in:** Coach Reels Creator



## Don't do this at home

Share something your community should never do when they want to reach their goals, and show them what to do instead with a quick talking video.

**Find this Template in:** Coach Reels Creator



## Your Email List

Talk about the perks of joining your email list and tell your followers how they can join.

**Find this Template in:** The TikTok Template Pack



## Video Checklist

Provide a checklist to reach a certain goal. Introduce it with a video clip of yourself, this helps to keep people watching till the end.

**Find this Template in:** Coach Reels Creator

# More Instagram Reels Prompts

**Hype your community up for a new offer**

**Show a behind-the-scenes of working from a café**

**Share the Top 5 hacks for a topic in your niche**

**Create a mini tutorial**

**Show your pet doing fun stuff in conjunction with giving niche advice**

**Share a client transformation (before + after)**

**Take part in a viral challenge**

**Share an office tour (or a home office tour)**

**Show behind-the-scenes of the week with quick cuts**

**Talk about your strategy to reach the next step**

**Address a sales objection and reframe it**

**Highlight one of the pain points of your audience and a quick tip how they can solve it**

**Share the #1 mistake of your ideal clients**

**Talk about your 1:1 coaching program**

**Share a tip how your ideal clients can reframe their mindset to reach their goals**

**Are you overwhelmed with ...? Here is what you can do**

**Share 3 daily routines your audience should start incorporating into their day**

**Share your 5 favorite books in your niche**

**Show your journey to becoming an expert in your niche**

**Explain how your audience can use the 80/20 rule in your niche**

**Talk about imposter syndrome**

**Create a 5 Day Reels series around a new offer with benefits, objections, social proof and promoting your offer**

**Visualize the next step for your community**

**Answer five frequently asked questions**

**Name 3 things that hold your audience back from reaching their goals**

**Share a sneak peek into a new product or program**

**Share five myths in your niche your audience shouldn't take too serious**

**Talk about your why**

**Share how you've turned your biggest challenge into success**