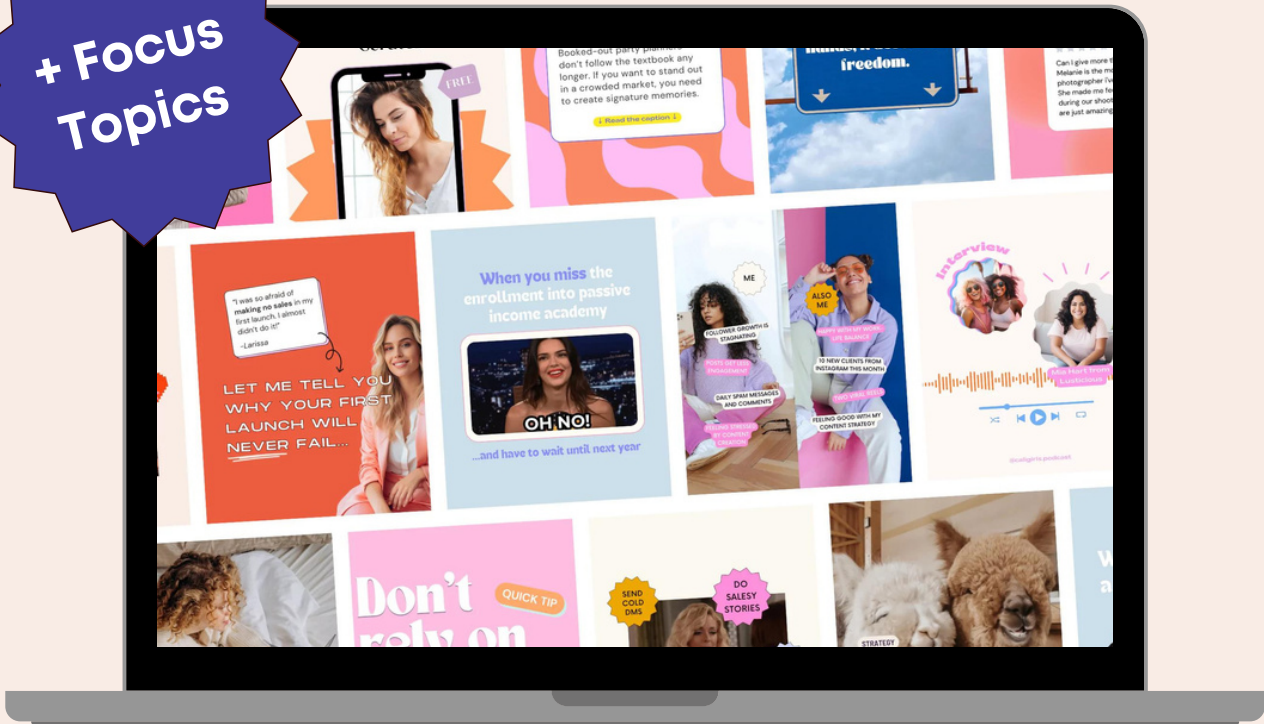


THE NEW COLLECTION

366 Content Ideas for 2024

+ Focus
Topics



January 2024

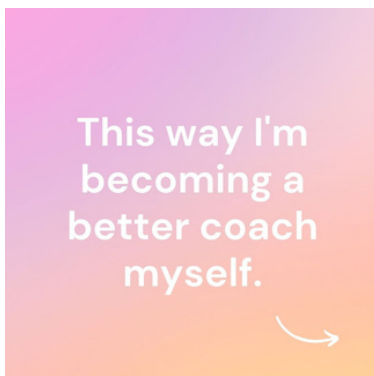
FOCUS TOPIC: **New Year - Fresh Start**



Welcome 2024!

Welcome the new year with a Reel that catches you or your biz in a light mood.

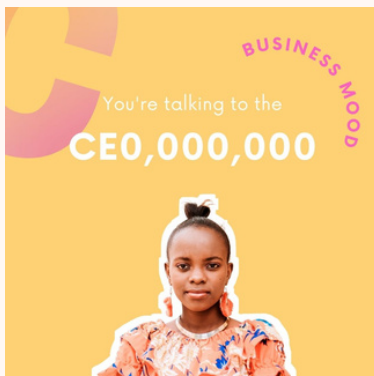
Find this Template in: 30 Days of Reels Challenge



Show what your plans for 2024 are

Create a small Carousel summarising your last year and what your Audience can look forward for 2024!

Find this Template in: Coach Carousel Pack



Your business or team is growing?

Present your followers with a new Team member or show what other major change is happening in your biz

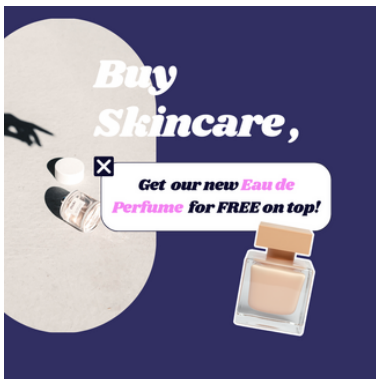
Find this Template in: Coach Carousel Pack



Flash Sale

People are complaining they missed your last sale? Announce a mini sale for a 2nd chance for those who missed it.

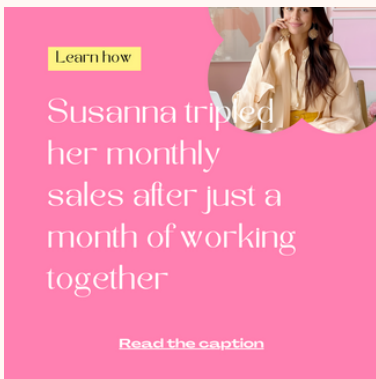
Find this Template in: Sales Power Template Pack



Mini Sale Marketing

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

Find this Template in: Sales Boost Pack



Share a Testimonial Carousel for Social Proof

Bring in the sales by sharing social proof via testimonials from your last sale

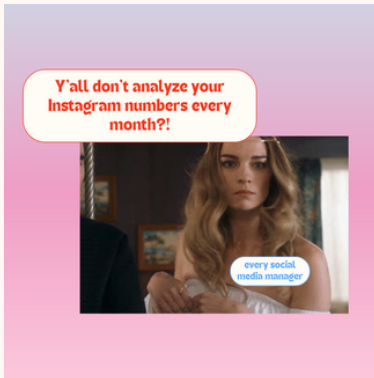
Find this Template in: Case Study & Testimonial Pack



Reminder that your Flash Sale ends soon

Share a Story to remind your Audience that the sale ends soon.

Find this Template in: BFCM Instagram Pack



Connect with something relatable

Share a common problem within your niche and show how you deal with it and offer your solution for it

Find this Template in: Memes & GIFs 4 Pack



Throwback to 2023

Show what changed compared to 2023 in your biz by give a throwback comparison to 2024

Find this Template in: Step-by-Step Template Pack



Share your work routine

Show in a carousel your routines and secrets on how you mastered to be sufficient in your daily work.

Find this Template in: Step-by-Step Template Pack



4 Things you can't miss

Share a Reel that gives your audience 4 things they can't miss when they want to reach their goals

Find this Template in: Step-by-Step Reels Pack

More Content Prompts for January

Share testimonial screenshots from your latest clients

Show your routine for one particular work task your followers can copy

Share a Reel where you show how your product is used day to day

Share some Behind the Scenes of your Business

List 3 free online tools everybody should get for a more efficient work (business niche specific)

Create a Promo Reel for your product / service

Give an outlook when your followers and audience can expect the next product launch

Share a relatable Business Meme that touches the point of biz struggle

List 3 of your fav Podcasts for your business niche

More Content Prompts for January

Give 3 reasons why Instagram is not all there is and why every biz should find the right balance with their marketing

Tell a relatable story that tackles things like feeling overwhelmed

Share a post about how you manage your working hours

Share a Reel from your work place that is outside of your home office

Share your most favourite after work activity

Give your top reason why people should invest in your product / service

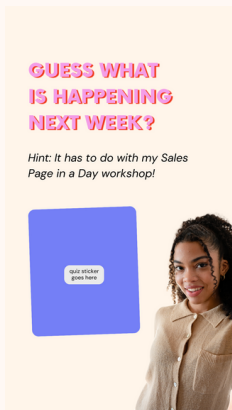
Share 5 low budget business investments that will have an immediate impact

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

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

February 2024

FOCUS TOPIC: **Build a Community**



Solve your Followers problems

Be a problem solver and share 5 reasons why they need your services.

Find this Template in: Engagement Stories 2.0



Educate how to avoid common mistakes

Teach your followers how to avoid 3 common mistakes in your niche.

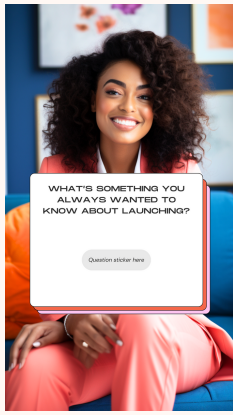
Find this Template in: Educational Carousel Pack



You are the expert!

Show your followers your expertise by deconstructing a complicated topic and explaining it so everybody can understand it

Find this Template in: Coach Carousel Pack



Get out the polls

Include your audience and followers by doing a story poll and use the result in your upcoming post.

Find this Template in: Save the Date Instagram Pack



The results are here!

Present the results of your last story poll in carousel and offer answers to the most stated problems.

Find this Template in: Save the Date Instagram Pack



Show your business journey so far

Time to wind back the time and tell your story - how it started and where you are today in your biz

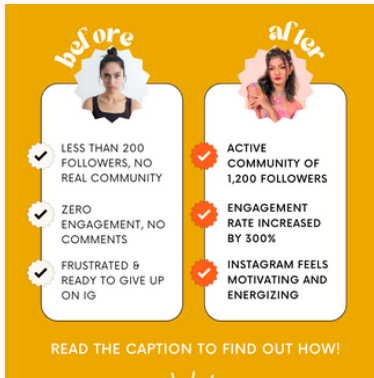
Find this Template in: 30 Days Reels Challenge Pack



Yes / No

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

Find this Template in: Questions & Answers Pack



Instead of try this

You know of a common mistake your clients do? Share what you suggest they should do instead.

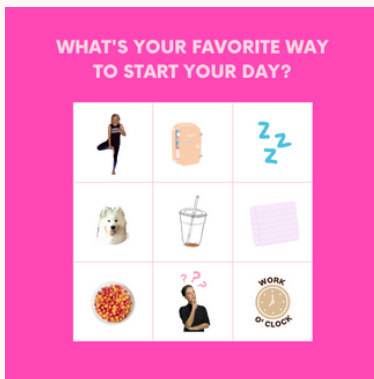
Find this Template in: List Instagram Pack



Checklists your followers need to follow

Give plain and simple checklist that your clients can follow when facing a certain problem (niche specific).

Find this Template in: Audience Creator Pack



Share a fun Bingo Post

Give your followers a fun light Bingo Game to gain their trust playfully. Ask them how they start their mornings given a mix of fun and serious answers.

Find this Template in: Questions & Answers Pack



Motivate your followers with a daily reminder

Get into the feels of your audience by sharing a motivational reminder.

Find this Template in: Signs & Quotes Instagram Pack

More Content Prompts for February

Share a step-by-step guide or roadmap

Introduce yourself and your business to your audience

Gain Expert status by solving client problems using short and fun Instagram Carousels

Share your clients stories through testimonials

Use infographics to visualise your followers most obvious problems and issues

Share an unpopular opinion that draws attention and seeks solution

Use numbers and figures that illustrate how your services and products help clients in their success

Share what what 5 mistakes made you better and helped you learn for the future

Create a Reel about a quick tip everybody should use

March 2024

FOCUS TOPIC: **Establish yourself as an expert**



Thought Leadership

Visually showcase your expertise by sharing your top tip visualized via a simple graphic.

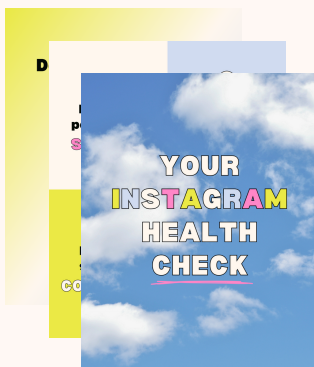
Find this Template in: Big Headlines Instagram Pack



Share Checklists for your business niche

Give clear paths and instructions on how to improve their routine and work by sharing helpful tips

Find this Template in: Audience Creator Pack

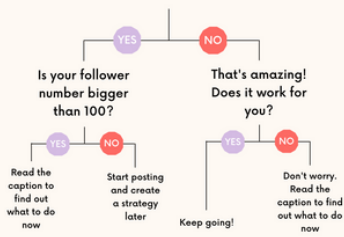


Problem Solver Carousel

Take one specific problem from your niche and provide possible solutions in plain and understandable language.

Find this Template in: Seamless Carousel Pack

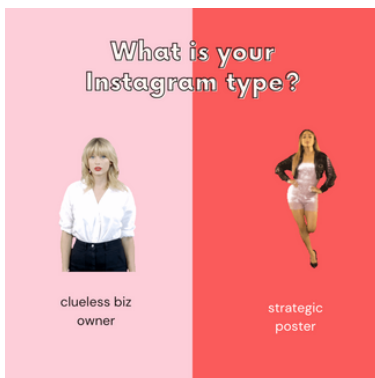
DO YOU HAVE A SOCIAL MEDIA STRATEGY?



Quiz Roadmap

This is a self-identifying post type. Let your audience figure out if they need your product or service right now with this simple roadmap post.

Find this Template in: Organic Instagram Growth Kit



Make a comparison post

Compare two different approaches for a problem and list for both pros and cons and your give your own recommendation

Find this Template in: Organic Instagram Growth Kit



Share your favourite Quote

Explain how it helped you become the biz owner you are today.

Find this Template in: Summer Instagram Pack



Give a look into your services and products

Make a short carousel giving some insights to your service and product and how it can help your potential client.

Find this Template in: 9 Grid Instagram Pack



Share your business figure insights

Proof gains trust and by sharing your numbers you can build trust. Share how your services and products help people over the last years

Find this Template in: 9 Grid Instagram Pack



Share a relatable Business Meme for your niche

What is a thing you see over and over again in your niche? Create a meme story out of it.

Find this Template in: Memes & GIFs 3



List 5 free to use online resources for your niche

Transparency and helpful tips like free resources can leave a permanent good impression among your audience.

Find this Template in: Seamless Carousel Pack



Solve a problem using a Reel

You know of day to day problem of your audience? Create quick Reel solving it with 2 simple instructions.

Find this Template in: Reels Creator Pack

Establish yourself as an expert

More Content Prompts for March

List 3 top reasons why people should invest in themselves

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

Share your journey and how you started your business

Share the hard lessons you learned when starting your biz

Introduce yourself and your team to your audience using a Reel that shows who is behind the brand

Gain the trust of your audience by educating about alternative solutions to their problems and why free is not always better

Share your best advice for business budgeting or another specific business niche topic

Share a Quote that captures your current mood

List 4 things you've learned about Instagram Marketing or another specific business niche topic

April 2024

FOCUS TOPIC:

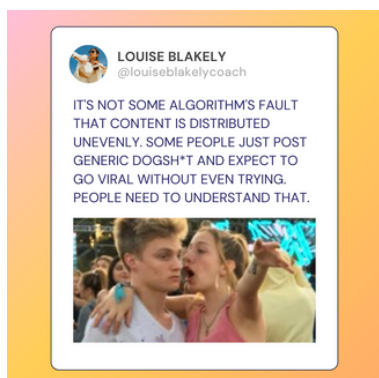
Engagement Boosts



There's a better way

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

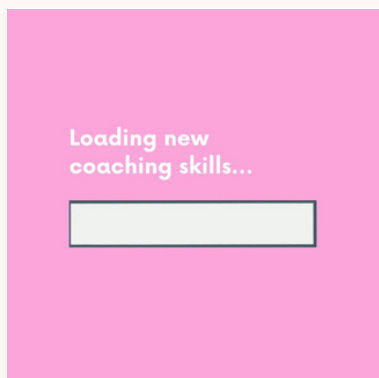
Find this Template in: Engagement Power Pack



"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.

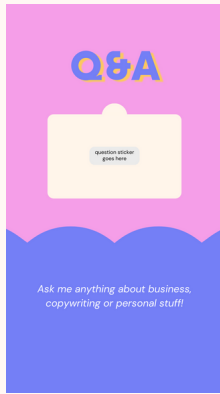
Find this Template in: Make a Statement Pack



Loading new skills

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

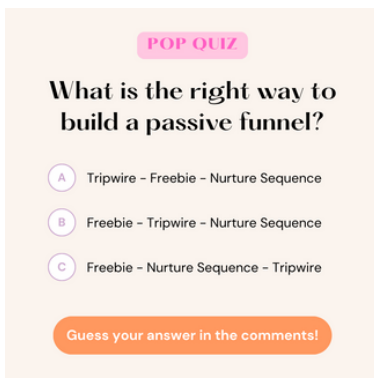
Find this Template in: Coach Engagement Pack



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 Story 2.0 Pack



What is the right way?

Share a quiz with four possible answers and ask people about the right way to reach a goal (in your niche).

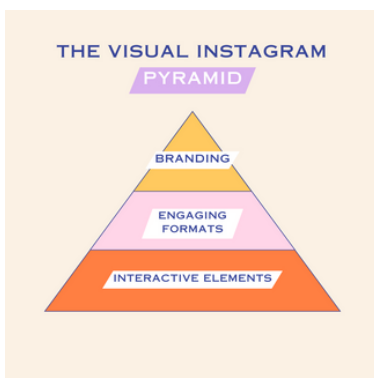
Find this Template in: Engagement Boost Pack 2.0



Introduce a team member

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

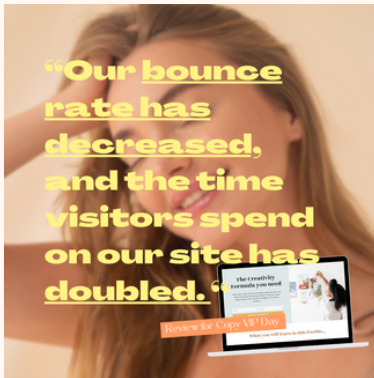
Find this Template in: Organic Instagram Growth Pack



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.

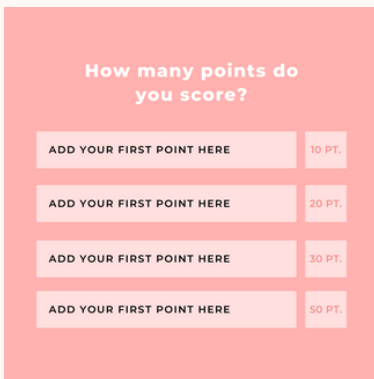
Find this Template in: Case Study Instagram Pack



Positive Quote

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

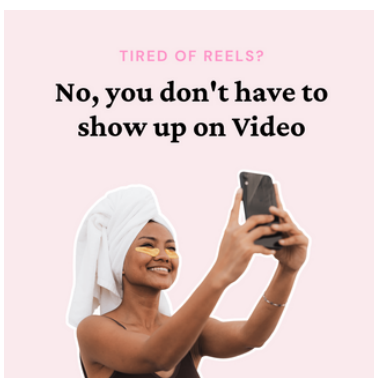
Find this Template in: Signs & Quotes Instagram Pack



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: Seamless Carousel Pack

More Content Prompts for April

Share a numbers post about the increasing need of your specific business niche

Give some insights to your planned collaboration and how your followers can benefit of it

Share how you choose your Reels Audio based on trends

Show in a Reel how you divide your content creation in two parts for better productivity

Summarise your latest business developments in regards to current trends and needs

Repost your clients recent development and what your part was in it

Share 3 work methods that are standard for your business niche

Post a Story showing your Off-day

Post a Quote that touches on how brave sometimes decisions have to be in a online business

May 2024

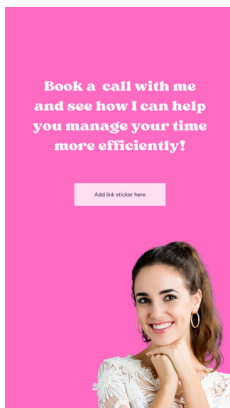
FOCUS TOPIC: Engagement Boost II



Share your workplace

Give your audience a fun look into your work environment.

Find this Template in: 30 Days Reels Challenge Pack



Share what you are currently working on

Give your followers a quick glimpse on the latest stuff you are working. Then ask what they would like to get help with (use a Question sticker).

Find this Template in: Sell your Service Pack



Share a personal story related to your biz

Got good, sad or motivational story to tell? Share it with your audience and tie it in with a learning that leads to your offer.

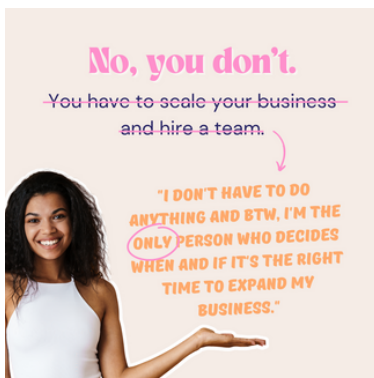
Find this Template in: Make a Statement Pack



Share your latest biz meeting in a story

Are you collaborating with someone or have your biz bestie at your place? Share it with your followers.

Find this Template in: 30 Days Reels Challenge Pack



Show a new tool you're using

Your recently started using a new biz tool? Share your thoughts on why this is helpful to you and why it could also be helpful for your audience

Find this Template in: Make a Statement Pack



Share your daily task routines

Got any daily repeating tasks? Share it with your followers through a short Reel or Story giving some fun insights of your work

Find this Template in: IG + FB Ads Pack



7 Must-Haves

What are 7 must-haves your ideal clients needs to reach a goal? Create a Reel with this templates (use a b-roll background).

Find this Template in: Audience Creator Pack

STEP-BY-STEP

START YOUR OWN PODCAST FROM SCRATCH



Show an event you're attending

Give a glimpse of the physical or online event you are attending with some further infos.

Find this Template in: Step-by-Step Template Pack



Show what inspires you on a daily basis

No matter whether a sunrise or daily DM you get. Share what keeps you going in your biz.

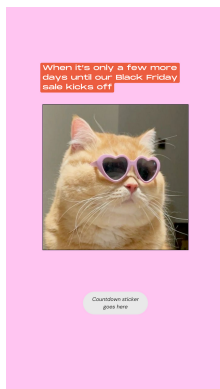
Find this Template in: Questions and Answers Pack



Things you can't function without in your biz

Are you a coffee or tea type? Share what keeps you functioning for your work.

Find this Template in: Educational Carousel Pack



Things you do to relax after work

Give a glimpse what your life looks when your work day is over.

Find this Template in: Save the Date Instagram Pack

More Content Prompts for May

Something that made you cry, laugh or feel excited recently

Things you can't live without food, tools or habits wise

Something you're struggling with and how you deal with it

Fun facts about you and how they come to be

Your everyday or business tools that you can't live without

How you celebrate certain things like signing a new client

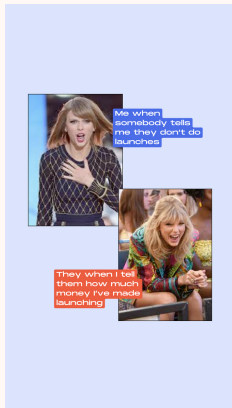
What it's like working with a client given your perspective

Personal Goals, Milestones and Achievements

Are you Dog mummy or a Cat lady? Share your pet

June 2024

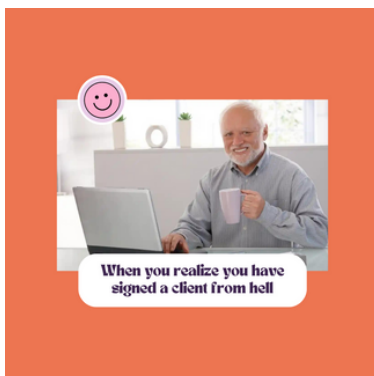
FOCUS TOPIC: **Relatability is Queen**



What it feels like seeing your client succeed

Show in a funny Meme how proud you are when a clients succeeds through your service or product.

Find this Template in: Save the Date Instagram Pack



Your reaction when Instagram changes yet another thing

We are all anxious when Instagram is doing yet another change. Show it through humour.

Find this Template in: Memes + Gifs Pack



Things that make you crazy in your biz

We all know those moments where we want to explode. Share what drives you crazy in your biz.

Find this Template in: Memes + GIFs 3.0

Me when a reel actually brings in ideal followers



How your clients will feel about your newest product or service

Give a reaction on how your clients will react after working with you.

Find this Template in: Memes + Gifs Pack 3



What a Friday feels like after a successful week for you

Share why you're looking forward to a well deserved weekend.

Find this Template in: Memes + Gifs Pack 4

PSA: You don't need every coaching under the sun to build a business

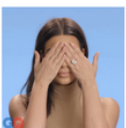


Your ideal client's biggest nightmare

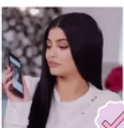
What's the biggest nightmare you ideal client is fearing? What happens if they don't solve their problem?

Find this Template in: Memes + Gifs Pack

Content you created yourself from scratch in Canva



Content created with our My Social Boutique templates



The feeling of clients solving their problems using your products or services

Compare what it feels like when they use your service versus struggling finding a solution on their own.

Find this Template in: Memes + Gifs Pack 3

When my client's unrealistic expectations kick in



When you meet a client with unrealistic expectations

Feel the living scare when facing a difficult client.

Find this Template in: Memes + Gifs Pack 3

Being an Online Biz Owner



What its like to be Online Biz Owner

Share what people think you're doing and what you're actually doing

Find this Template in: Memes + Gifs Pack

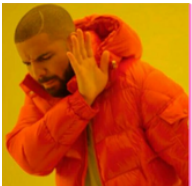
Me stumbling into a week full of new Instagram features



When your client makes a last minute change request

We've all been there, the process in full motion and your client makes a last minute 180 move.

Find this Template in: Memes + Gifs Pack



Posting when you feel you need to

No to this and Yes to this (Drake Meme)

Bring some fun to common mistakes your clients constantly do.



Posting 3x a week with a set content calendar

Find this Template in: Memes + Gifs Pack

More Content Prompts for June

Give 5 reasons why your products and services are different from your competitors

Tell your your morning routine your followers can copy for more productivity

Share a Meme that shows the joys and funs of being a online entrepreneur or your specific work

Use a short Reel to how your client onboarding works

Give a sneak peek to your Freebie and how they can get it

Show some pages of your workbook and other work related to your upcoming product launch

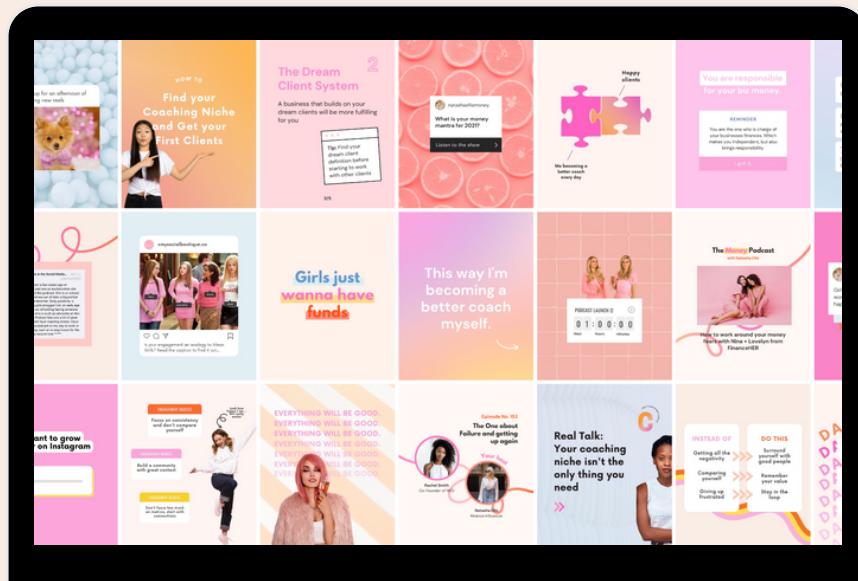
Reintroduce yourself or one of your team members to your audience and tell them what their / your part is

Explain in a infographic how your service / product will improve your client and solve their problem

Create a Reel that emotionally captures your client by talking about their number one struggle

Designing your content takes ages?

Pssst... did you know that ALL designs from this workbook are inside the Template Membership?

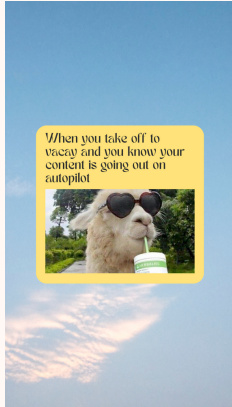


[SIGN UP NOW](#)

Starts from \$50/month

July 2024

FOCUS TOPIC: **Shares, Comments & Saves**



Share something from your summer vacay

Stay connected with some sunny greetings from the beach or pool side.

Find this Template in: Summer Instagram Pack



Share a Throwback from July 2023

What changed over the course from last July to the present? Share the milestone did you achieved.

Find this Template in: Clickworthy Reels Covers



Share some inspirational quotes

Get your favorite quotes together and build a small carousel with some motivational content.

Find this Template in: Make a Statement Pack



Share a new tool you're start using recently

Got a new tool online that you're using?

Find this Template in: Instagram Audience Creator Kit



Flash Sale

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

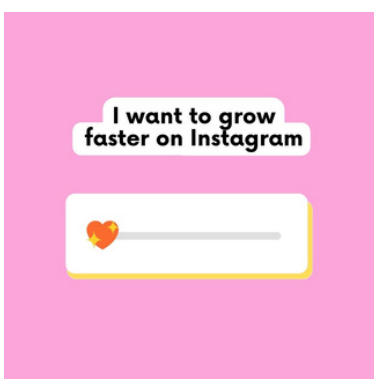
Find this Template in: BFCM Instagram Pack



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: Big Headlines Instagram Pack



Relatable problems

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

Find this Template in: Engagement Power Pack

More Content Prompts for July

Share your favourite ice cream flavour this summer

Create a Reel about how you deal with the heat while working from home or from the beach

Share how your business is affected during the summer break

Tell your audience how you will spend the summer - working or relaxing

Educate your followers and audience on how to get things done in your business niche

Share a quick tipp via a Reel on how to avoid common mistakes for a specific niche problem

Share a story of your favourite summer activity when you're not working

Share 5 work places during the summer heat other than home office

Share a funny meme that showcases perfectly your summer mood in connection with your biz

August 2024

FOCUS TOPIC: Engagement Boost III



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



Clueless

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

Find this Template in: Free Instagram Templates



Thank You

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

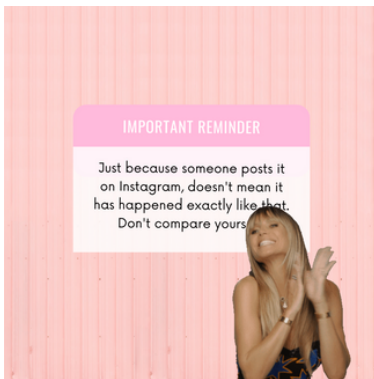
Find this Template in: Facebook Marketing Pack



Do you want to ...?

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

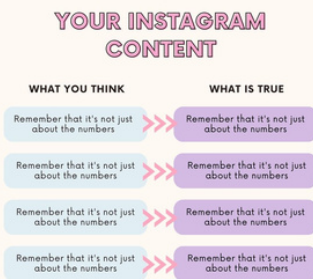
Find this Template in: Sales Power Template Pack



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



Normalize

What's some behavior, habit or opinion you think should be normalized in your niche?

Find this Template in: Big Headlines Pack



Checklist: Are you ready?

Is your community ready to work with you? Let them check with this list, and give them a freebie to get started.

Find this Template in: The List Instagram 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.

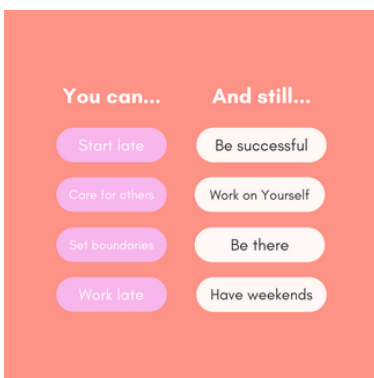
Find this Template in: Memes + GIFs Pack



It's your own decision

Empower your community to make their own decisions with a motivational quote.

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

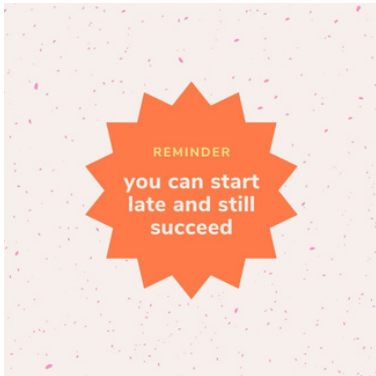
9 Ways to stop procrastinating your Instagram content

- ✓ WRITE DOWN IDEAS FOR POSTS IN A BRAIN DUMP DOCUMENT
- ✓ USE A SIMPLE PLANNING TOOL (LIKE NOTION)
- ✓ MAKE SURE YOU HAVE YOUR MESSAGING NAILED BEFORE YOU START
- ✓ CREATE MORE THAN YOU CONSUME
- ✓ INVEST IN THE TEMPLATE MEMBERSHIP
- ✓ USE HIGH-QUALITY CANVA TEMPLATES
- ✓ START WITH 2 POSTS PER WEEK INSTEAD OF 5
- ✓ DON'T PLAN STORIES IN ADVANCE, POST THEM FROM YOUR LIFE
- ✓ IF IT STRESSES YOU OUT, DO LESS - IT'LL STILL WORK!

9 Ways

Make a mega list post of 9 ways to reach a goal

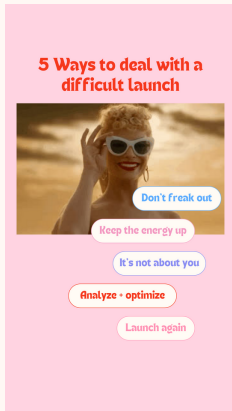
Find this Template in: The List Instagram Pack



Simplicity Day

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

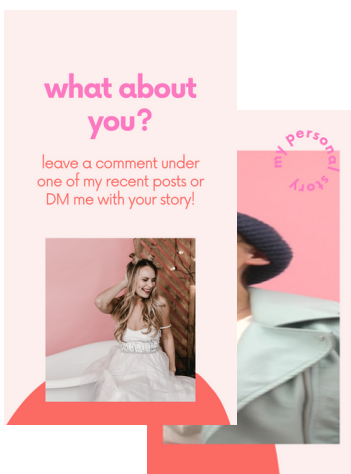
Find this Template in: Modern Quotes Pack



Step-by-step Reel

Share a list of things your ideal client needs with this step-by-step reel template

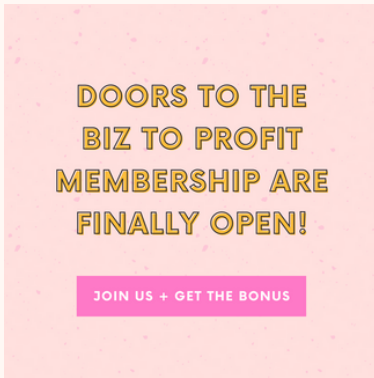
Find this Template in: Free Instagram Templates Pack



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



Doors are open

Open the doors to a mini product or free offer

Find this Template in: Facebook Marketing Pack



What's inside?

What are the 4 benefits your audience will have from downloading your mini or free product?

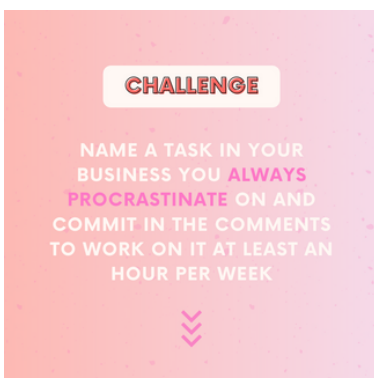
Find this Template in: Memes & GIFs 4 Pack



Before vs After

How has one of your latest clients felt before working with you and afterwards?

Find this Template in: Charts & Infographics 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 Content Prompts for August

Share your first half of the year achievements and milestones

Share your 'Back from Vacay' Motivation Quote

Tell something you discovered about yourself during your holiday break

Share a story about your last client and how your product / service impacted their lives for the better

Create a Reel giving 5 quick tips about a topic your audience is struggling with

Promote your Newsletter and make aware of your Freebie

Make a Questions and Answers series of Stories to better engage with your Audience

Share a relatable Biz Meme that captures the joys of wrapping up a sale

Create a Carousel educating your Audience about the different stages of your product / service

September 2024

FOCUS TOPIC:

Edutainment

I always work with the 3-2-1 formula:

Every 3 months I write down the topics that are currently blocking me - in my business, my life, my mind

Then I take 2 hours to research if there are any coaches I know of who could help me with these blocks

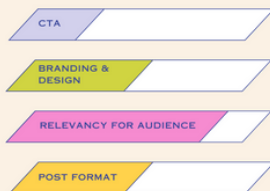
At the end of my research I pick (at least) 1 problem where I feel most confident a coach can help me and book!

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

HOW TO DESIGN FOR ENGAGEMENT



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: Charts & Infographics Pack

Please set a Password

LivingUpToOtherPeoplesExpectations

Try something else

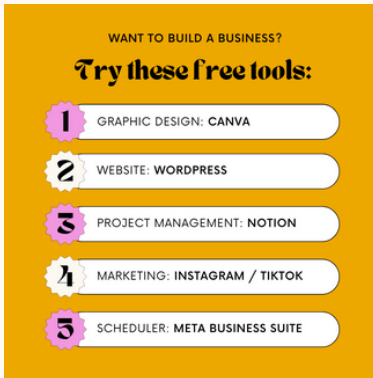
MakingMyOwnRules

Strong as hell

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



Daily To Do List

Share 5 things that everybody in your community should have on their daily to do list.

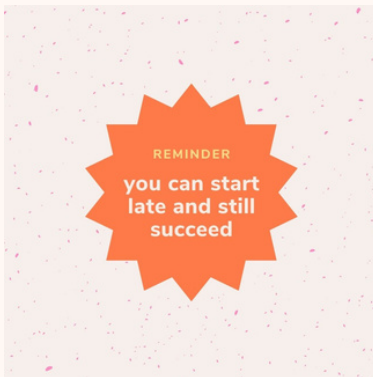
Find this Template in: The List Instagram Pack



10x

What is a simple tip that will accelerate your ideal client's journey to their goal?

Find this Template in: Big Headlines Instagram 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.

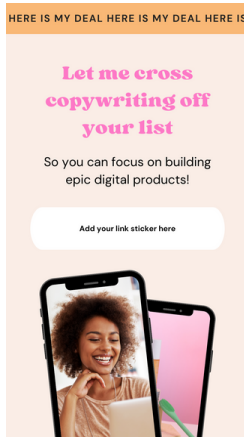
Find this Template in: Fancy Quotes Pack



What will happen

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

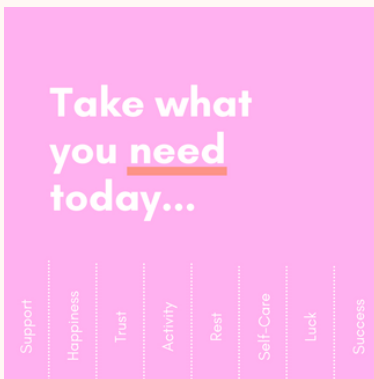
Find this Template in: Memes + GIFs Pack



Freebie Promotion

Use this story to promote your freebie

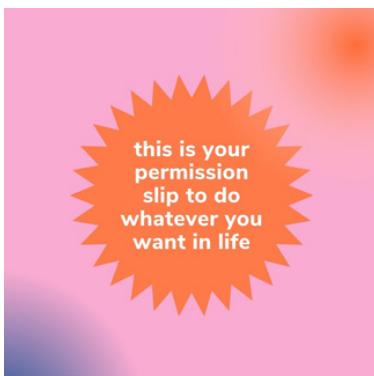
Find this Template in: Sell your Service Pack



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



Party Meme

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

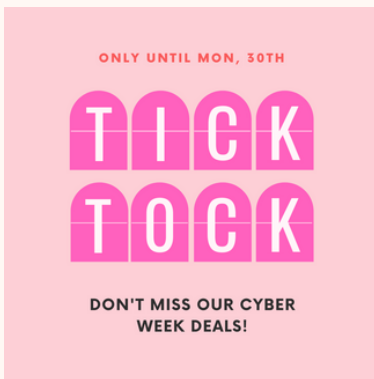
Find this Template in: Sell your Service Pack



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



Their next chapter

How will the next chapter of your ideal client look like when they decide to start working with you?

Find this Template in: Save the Date Pack



You are...

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

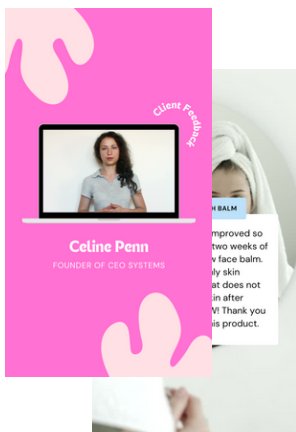
Find this Template in: Fancy Quotes Pack



3 Signs

Educate your audience about a behavior they should stop in order to ease their problem points and reach their goal

Find this Template in: Memes + GIFs Pack



Case Study Story

What's a client transformation you can show / tell that shows an epic result your client got and explains why people need to invest

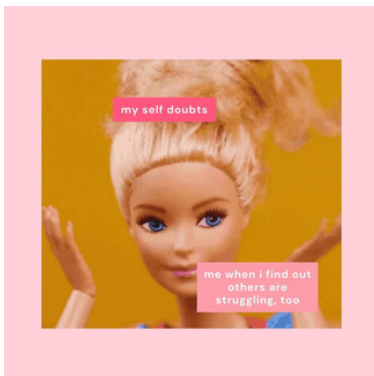
Find this Template in: Testimonials Instagram Pack



Question answered

Answer the biggest question you get asked by your community all the time

Find this Template in: Big Headlines Instagram 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

More Content Prompts for September

Share your work process when working on a new product / service

Tell your Audience how you execute a Sale campaign or share something business niche specific

Give 5 examples of what your ideal client is like and why they are one of them

Share a Meme that captures the struggle of self employment

Give some insight behind the scenes of your bestselling product / service

Create an animated Reel that shows all the benefits of your coaching / product / service

Share how your favourite email marketing is helping you to manage your biz so successfully

Share via a story your daily cooling off from work routine

List 5 things every member of your community should have in her repertoire

October 2024

FOCUS TOPIC: **Sale Season is coming**



Communicate your upcoming Cyber Week and Black Friday Sale

Sale Announcements can't come early enough so give your followers a little tease about Cyber Week Sale next month.

Find this Template in: Save the Date Instagram Pack



Share a Reel with useful tips in Halloween style

Get in the spooky vibe and share some tips for your followers using a Halloween theme.

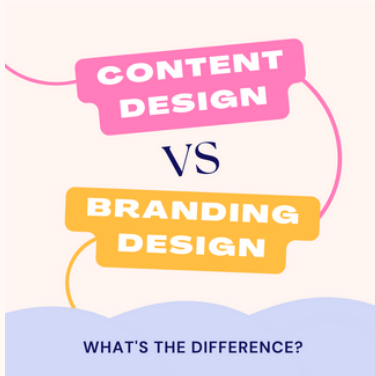
Find this Template in: Bonus Halloween Pack



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

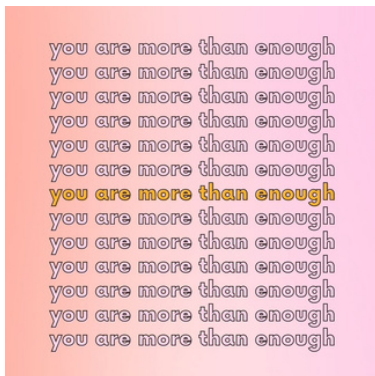
Find this Template in: Sales Power Pack



A vs B

Explain the difference between two items / things in your niche

Find this Template in: Big Headline Instagram Pack



Empowering Message

Share an empowering message around selling your offer.

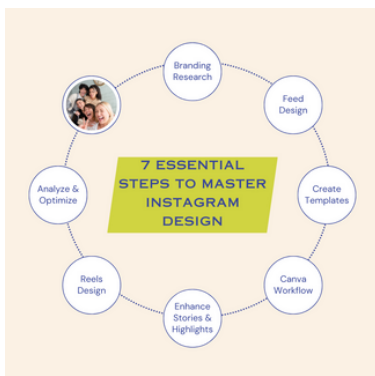
Find this Template in: Organic Instagram Growth Pack



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: Digital Mockups 2.0 Pack



Circle of...

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

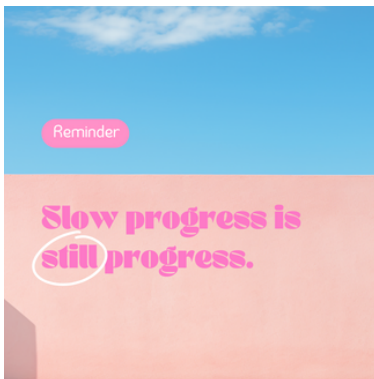
Find this Template in: Charts & Infographics Pack



How to use ... to ...

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

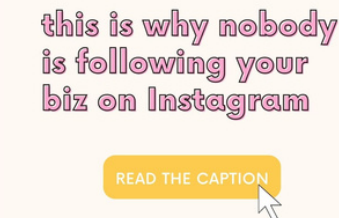
Find this Template in: Coach Carousel Pack



Reminder

Share a reminder related to your business niche.

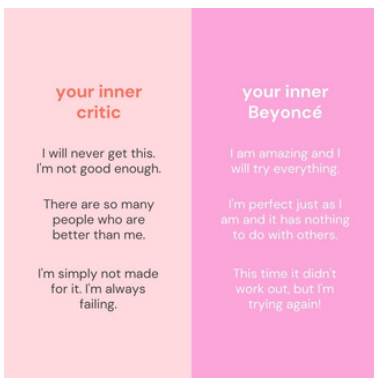
Find this Template in: Signs & Quotes Instagram Pack



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

Sale Season is coming

More Content Prompts for October

Share your best Halloween Meme business related

Give a sneak peak of your Black Friday Offer early phase

Give 5 free online resources your followers can use to help them solve their top tier problem

Make a Halloween Theme Reel in connection with your niche

Share your fav Pumpkin pie receipt

Share your latest blog post in connection with your biz

Tell your audience what your fav Halloween activity is

Remind your followers with a inspirational quote why it's important to keep chasing their dreams

Share your 5 top trending Reels Audios this month

November 2024

FOCUS TOPIC: **BFCM Sale**



Announce your Black Friday Sale

Time to create hype for your upcoming Sale. Tease your followers and audience with what is waiting for them.

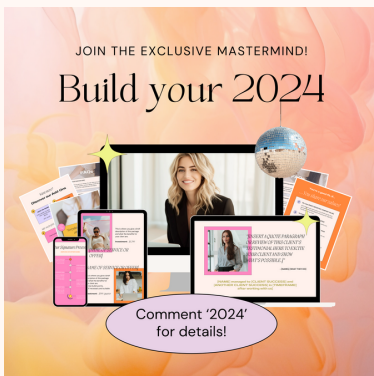
Find this Template in: Sales Boost Template Pack



Announce your Waitlist for your Sale

To urgency by creating a Waitlist your followers and audience can join.

Find this Template in: Sales Boost Template Pack



Sneak Peaks of your Offers

Tease your followers of what your offer is and what is all included.

Find this Template in: BFCM Instagram Template Pack



Share a Carousel on how your product / service will benefit your clients

Educate your followers on all the benefits of your product / service and how this will work for them.

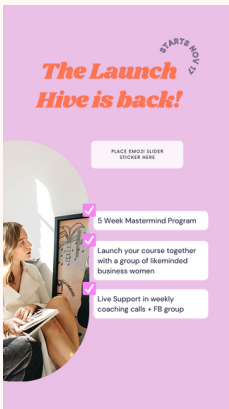
Find this Template in: BFCM Instagram Template Pack



Create a Countdown Post for Black Friday

Share a Story or Post with a Countdown Timer to let them know about your upcoming Black Friday Sale.

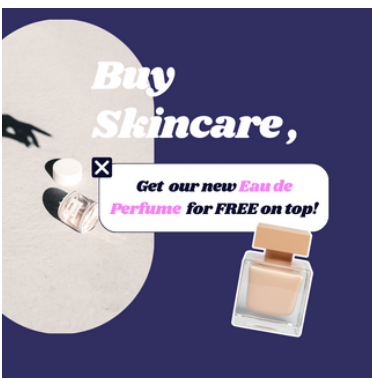
Find this Template in: Sales Power Template Pack



Share Stories during your Sale

Use Stories to remind your followers and audience about the time urgency during your Sale.

Find this Template in:



Share a post about your Bonus

Create a post highlighting your Bonus and why they should not miss your offer.

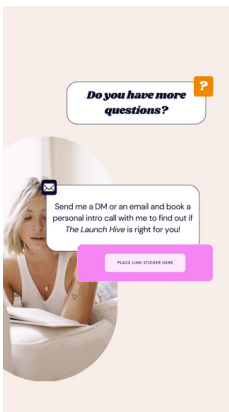
Find this Template in: Sales Boost Template Pack



Share a Reel showing Behind the Scenes of your Offer

Create more hype by showing some behind the scenes of your Offer and sharing glimpses of what is awaiting your clients.

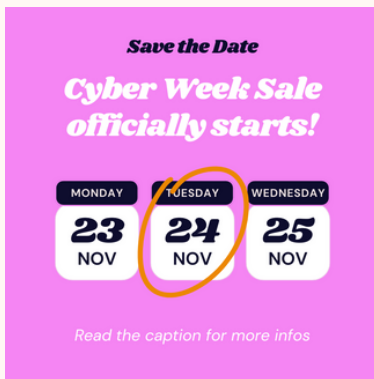
Find this Template in: Sales Boost Template Pack



Post daily Stories during your Black Friday Sale

Share daily Stories reminding, promoting and highlighting your Black Friday Sale.

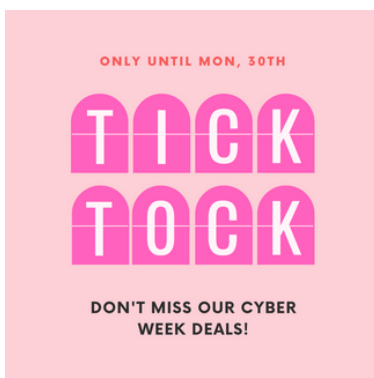
Find this Template in: Sales Power Template Pack



Share a Sale Ends Soon Post

Last Chance Sale Ends soon to wrap up your Sale in the last remaining hours.

Find this Template in: Sales Boost Template Pack



Make a official End of Sale Post

Finally your Sale is completed! Make sure to communicate it properly to avoid confusion.

Find this Template in: Black Friday Sales Power Pack

More Content Prompts for November

Share a video testimonial from one of your clients

Explain a complicated topic using a Infographic so everybody can understand it

Share industry news using figures and numbers to impress with your expert status

Share one part of your product / service as a teaser

Share a news article related to your business niche for awareness

Repost one of your clients recent development you help them achieve

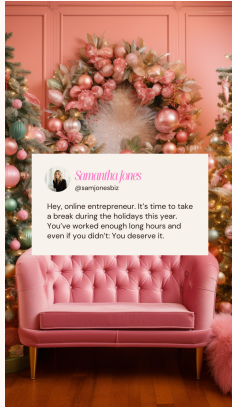
Do free giveaways for one of your products / services to create interest in your biz

Share some business figures that are related to your biz and what your product / service has to do with it

Create a short Reel about your product / service and how your client can benefit from it

December 2024

FOCUS TOPIC: **A New Year ahead**



Christmas holidays are coming!

Want to switch off during the Christmas holidays?
Announce via a Post or Story.

Find this Template in: Holiday Mood Instagram Pack



Give a small review of your past year

End of the year is always about reflection. Share what was important to you.

Find this Template in: Step-by-Step Template Pack



Share 5 Goals you have for 2024

Make an outlook of what your plans are for 2024.
Milestones, Achievements or Vacays you're planning.

Find this Template in: The List Instagram Pack



Share a Reel from the Xmas Bakery

Good way to connect with your audience by sharing your xmas prep time baking Christmas cookies. Add a learning that has to do with your product or service.

Find this Template in: Make a Statement Pack



Share Testimonials from your Black Friday Sale

Time to reap the fruits of your Sale and get out the social proof via testimonials.

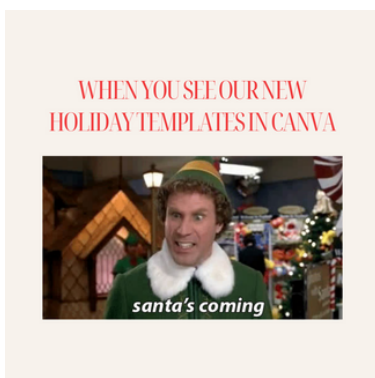
Find this Template in: Instagram Testimonial Pack



Christmas holidays are just around the corner!

Want to switch off during Xmas and the holidays? Communicate your absence for the next days with a little Post or Story!

Find this Template in: Holiday Mood Instagram Pack



Share how you will spend the Xmas time

Strengthen the bond with your community and share how you will spend the time during holidays.

Find this Template in: Holiday Mood Instagram Pack



Wish your followers a Merry Xmas

Plain and simple graphic post to tell your audience a Merry Christmas and Happy Holidays.

Find this Template in: Holiday Mood Instagram Pack



Share a Checklist or Guide for 2025

Use this time of the year to create hype for 2025 with a checklist or guide that strengthens your expert status for 2024 and beyond.

Find this Template in: Holiday Mood Instagram Pack



POV: Goal setting

What's a goal you want your audience to reach in 2025?
How will they feel then?

Find this Template in: Holiday Mood Instagram Pack



Share tips and tricks to stay work efficient during the Christmas Holidays

Got a good way to stay efficient despite all the Holidays stress? Share it with your followers.

Find this Template in: Holiday Mood Instagram Pack

A New Year ahead

More Content Prompts for December

Share a happy new year wishes on new years eve

Share a story of what you like the best about the holidays

Share some things you've achieved this year

Share where people can follow you elsewhere

Share a list of your 5 fav Xmas & Holidays movies

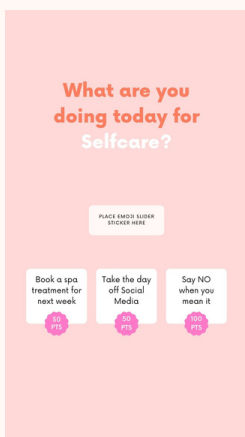
Run a giveaway and engage your followers to share

Share a waitlist for 2024 for your new free product / service

Share a Meme that summarises you during the Holidays

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

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



Join the Newsletter

Share what's inside your newsletter and add a link sticker for people to sign up.

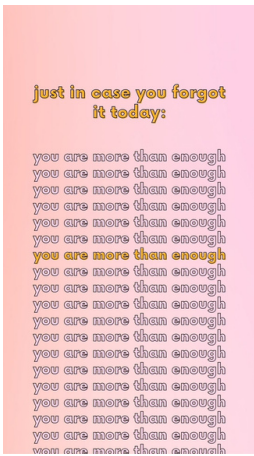
Find this Template in: Engagement Story 2.0 Pack



What you will learn

Share three benefits people will have from working with you.

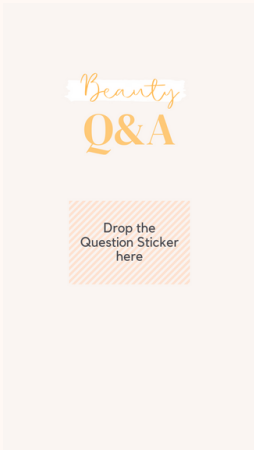
Find this Template in: Launch Stories Pack



Just in case you forgot it

Remind your community of something that's really important if they want to reach their goals.

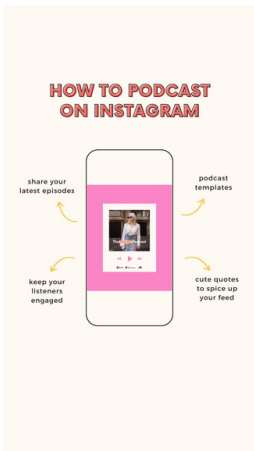
Find this Template in: Organic Instagram Growth Pack



Niche Q&A

Start a Q&A with the question sticker and let people ask anything about your niche and/or business.

Find this Template in: Beauty Instagram Pack



Concept

Explain a concept with a screenshot and pick four aspects that make it easy to understand.

Find this Template in: Organic Instagram Growth Pack



Review

Share a review from one of your past clients.

Find this Template in: Organic Instagram Growth Pack



Don't make these mistakes

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

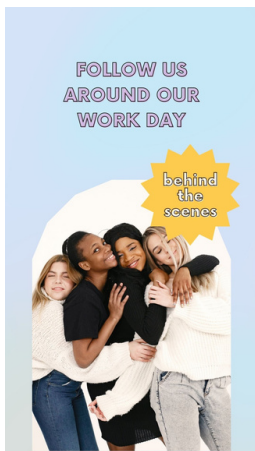
Find this Template in: Coach Reels Creator



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: Engagement Story 2.0 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: Save the Date Instagram Pack



Pros vs Cons

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

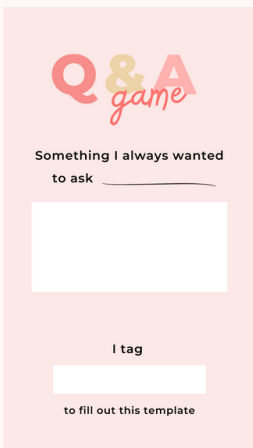
Find this Template in: Engagement Power Stories Pack



Biggest Struggle

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

Find this Template in: Launch Stories Pack



Q&A Game

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

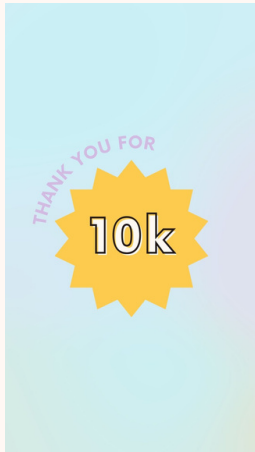
Find this Template in: Engagement Booster Pack



Giveaway

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

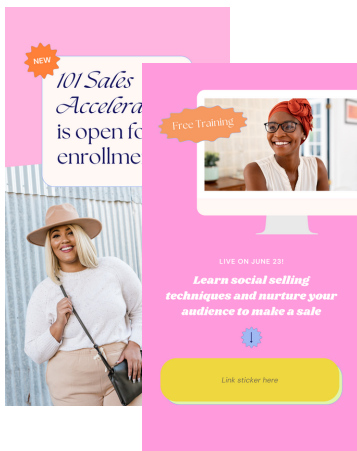
Find this Template in: Sales Power Template Pack



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.

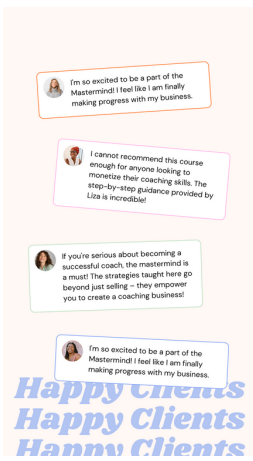
Find this Template in: Launch Stories Pack



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 testimonial screenshots from messages, reviews or comments.

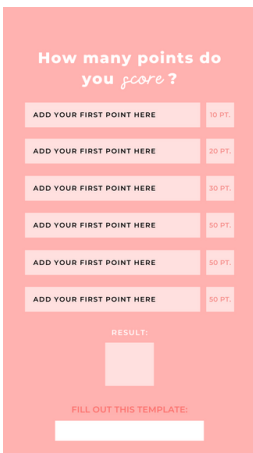
Find this Template in: Launch Stories Instagram Pack



Bullsh*t Bingo

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

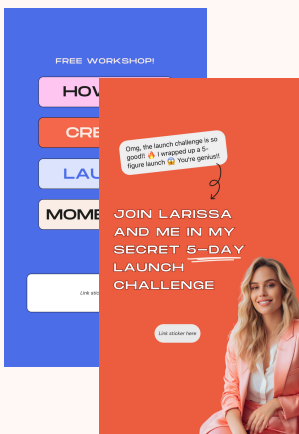
Find this Template in: Engagement Power Stories Pack



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.

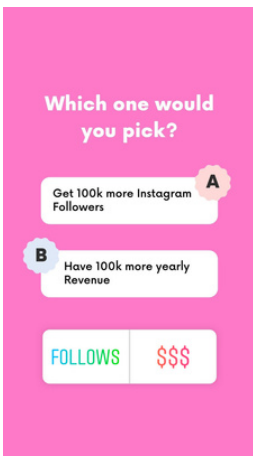
Find this Template in: Engagement Booster Pack



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: Save the Date 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.

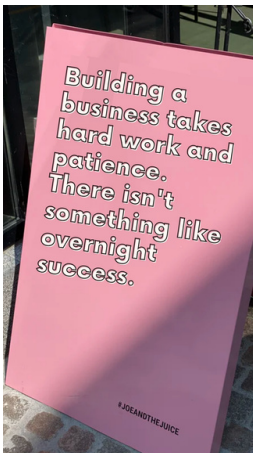
Find this Template in: Engagement Power Stories Pack



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: Memes & GIFs 4.0



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: Blog & Podcast 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: Blog & Podcast 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: Creative Quotes 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

Me watching my Reels view count stop at 1,497



PLACE EMOJI SLIDER STICKER HERE

Cute Cat Meme

Share a cute cate meme. Everybody loves cats!

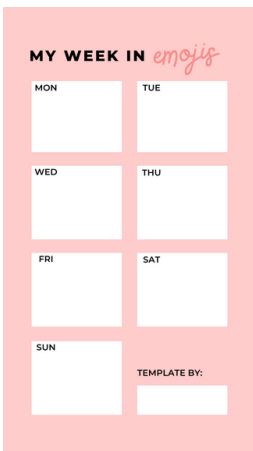
Find this Template in: Memes + GIFs Pack



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.

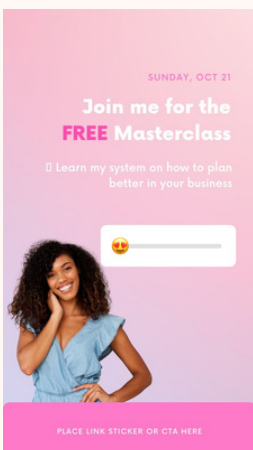
Find this Template in: Sales Power Template Pack



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.

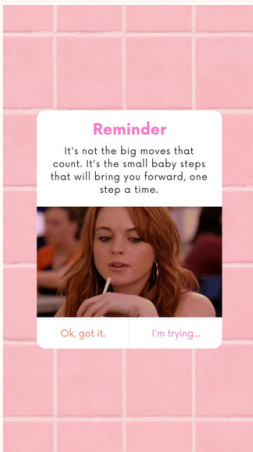
Find this Template in: Engagement Power Stories Pack



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: Blog & Podcast Instagram Pack



Mini Video Training

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

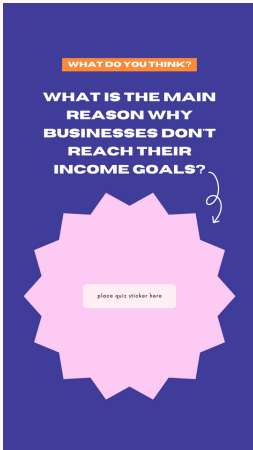
Find this Template in: Blog & Podcast Instagram Pack



5 Phases

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

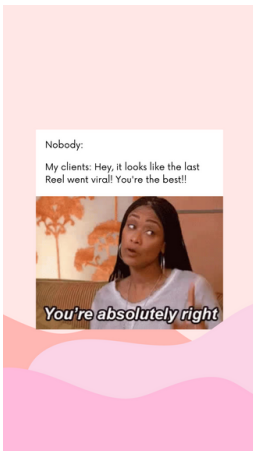
Find this Template in: Kickstart your Instagram Pack



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: Blog & Podcast 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.

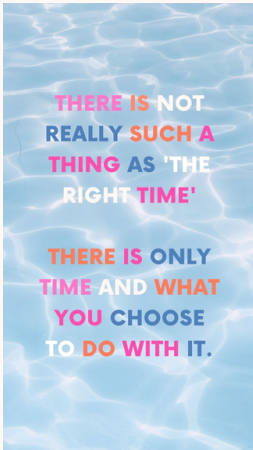
Find this Template in: Girlpower Stories Pack



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: Engagement Story 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. Then lead them to your freebie / offer.

Find this Template in: Meta Ads Pack



Free Masterclass Announcement

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

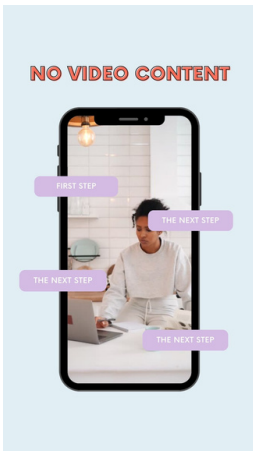
Find this Template in: Launch Stories Pack



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 alpaca meme.

Find this Template in: Memes + GIFs 4.0 Pack



Shoutout

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

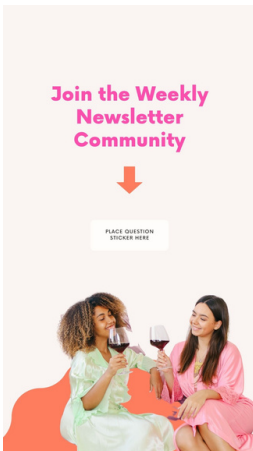
Find this Template in: Kickstart your Instagram Pack



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: Blog & Podcast Instagram Pack



Join the Newsletter

Collect email addresses for your list with the question sticker.

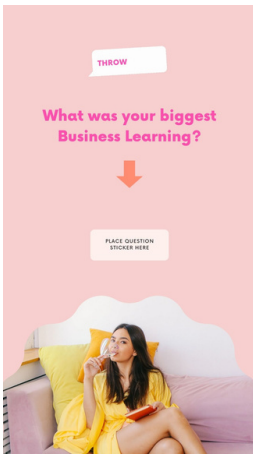
Find this Template in: Engagement Power Stories Pack



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



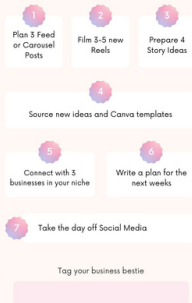
Biggest Learning

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

Instagram Challenge

And tag a business bestie you want to take part, too!



Niche Challenge

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

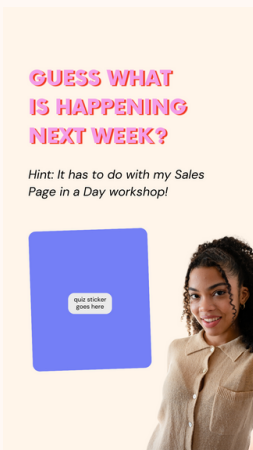
Find this Template in: Engagement Power Stories Pack



Introduction

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

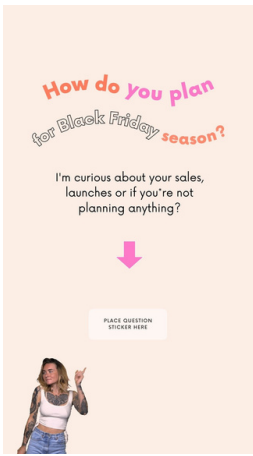
Find this Template in: Organic Instagram Growth Pack



Quiz

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

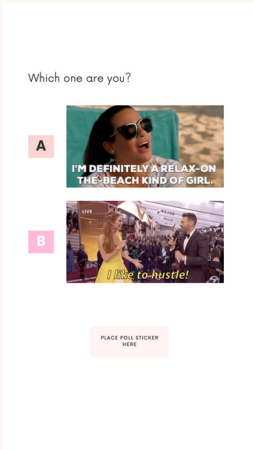
Find this Template in: Engagement Story 2.0 Pack



Ask for the Plan

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

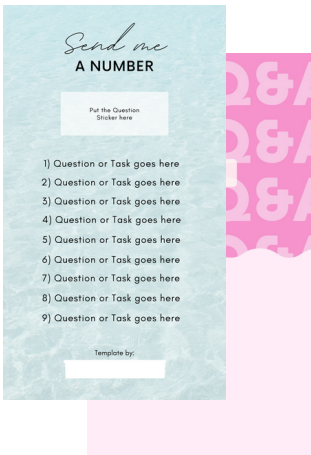
Find this Template in: Engagement Power Stories Pack



Which one are you?

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

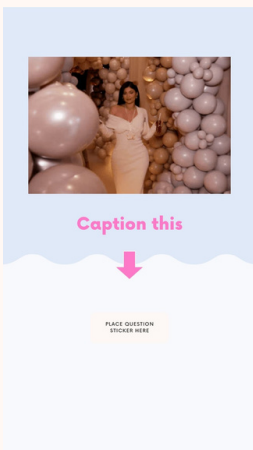
Find this Template in: Memes + GIFs Pack



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).

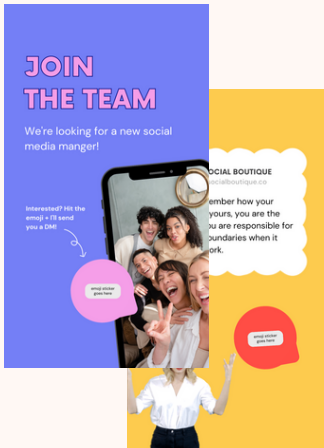
Find this Template in: Engagement Power Stories Pack



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.

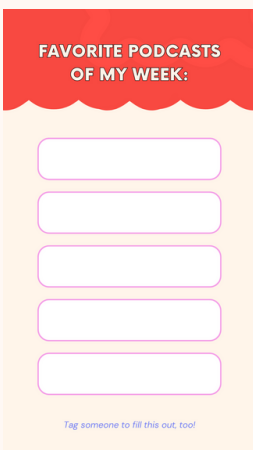
Find this Template in: Engagement Story 2.0 Pack



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 share 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: Engagement Story 2.0 Pack



Special Sale

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

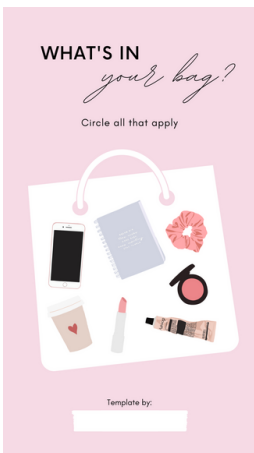
Find this Template in: Sales Power Template Pack



New Podcast Episode

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

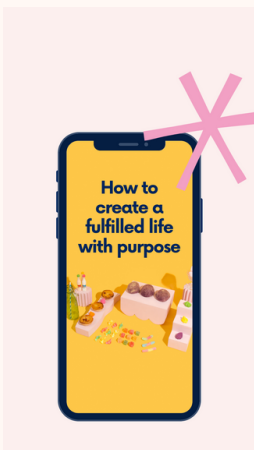
Find this Template in: Blog & Podcast Instagram Pack



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

Story Weekday Prompts



Mini Training Monday

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

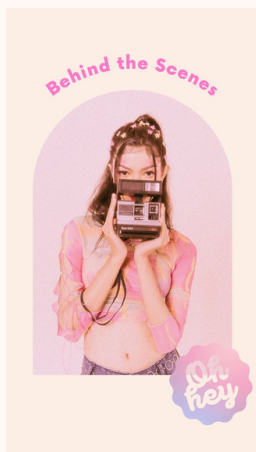
Find this Template in: Engagement Power Stories Pack



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.

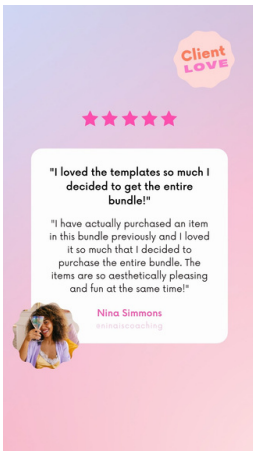
Find this Template in: Engagement Power Stories Pack



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



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: Blog & Podcast Instagram Pack



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.

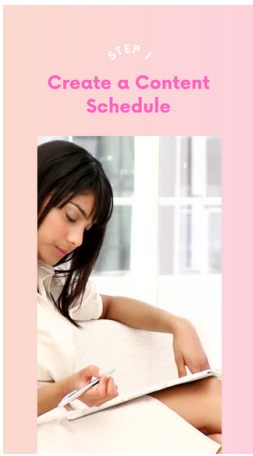
Find this Template in: Coach Reels Creator

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.

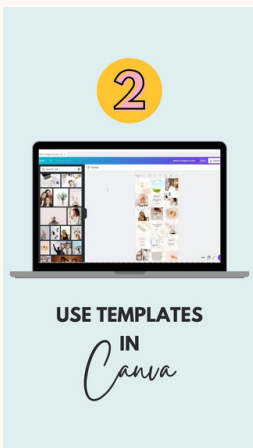
Find this Template in: Coach Reels Creator



Reality vs Expectation

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

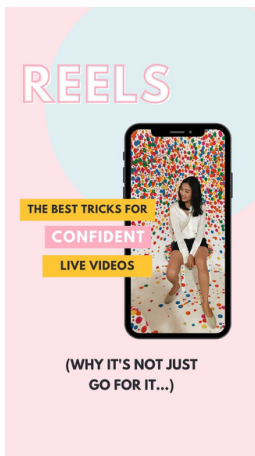
Find this Template in: The TikTok Template Pack



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?

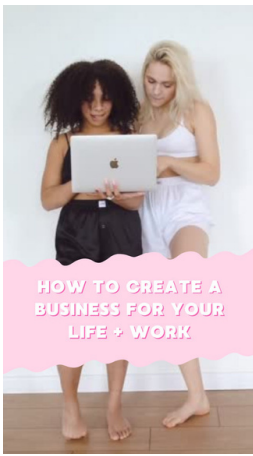
Find this Template in: The Video Instagram Kit



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.

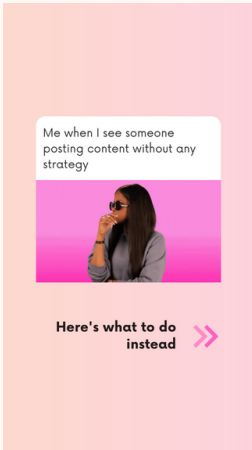
Find this Template in: The Video Instagram Kit



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

Bonus: Instagram Reels Hooks + Prompts

This is your roadmap to [Audience Goal]

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

[Random Rule] – I LIVE by this rule and it's weirdly changed my [Life/Business/etc.]

Create a mini tutorial

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

Share a client transformation (before + after)

How to hit your [Niche] goals by [Timeframe]

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: “Things I wish more people understood...”

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

3 [Niche] habits you need to pick up ASAP

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: “Normally I wouldn’t reveal this, but...”

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

What if you always had your next Instagram post at your fingertips?

Do you feel like creating content is more draining than exciting? You know that your offer is amazing, but you don't know how to sell it with your content - visually and conceptually?

Join the Template Membership and get instant access to our 2,500+ Canva template library (all templates you see in this guide!), plus monthly caption templates, ChatGPT prompts and Reels audios.

Get an endless supply of content ideas that align with your brand and excite your audience. So you can sell more of your fabulous offers - while worrying less about content!

SIGN UP NOW

Starts from \$50/month

