



CONTENT HOOKS

- How to get [desired result] in [amount of time]
- [Number] Things Worth The Money for [desired result]
- If you want [result], read this:
- This is your sign to...
- [Number] Things I Never Do
- What I Learned After...
- Here's Exactly What I Did To [Desired Result]
- You Don't Need More [X], You Need [Y]
- The [Industry] Secret I've Been Waiting to Share
- Unpopular Opinions

POST TYPE

Reel

Photo Carousel with Text

Graphic Carousel

Photo(s)

30-Day Content Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				01 3 Myths List 3 common misconceptions customers have about your industry/product and debunk them.	02 Who You Are Highlight your team and what each person does. Tip: Steal an idea from this doc!	03 Customer Spotlight Showcase a recent success story or testimonial.
04 Trending Advice Share advice or encouragement relevant to your industry, and add a trending sound!	05 BTS Day in the Life Show photos of a "day in the life" in your field. Tip: add timestamps on the photo with a short description!	06 How To Guide How I went from XYZ to ZYX... related to niche.	07 Funny/Personality Showcase your personality by hopping on a funny trend or using a funny voiceover reel.	08 Choose Your Adventure Highlight your services or offerings by showcasing what product you would choose for a customer based on their birth month, etc.	09 Customer Loyalty Highlight a loyal customer and/or one of your first customers. Share the story and throwback pics!	10 Things Our Customers Will Never Hear Share things your customer will never hear from you either with text on screen or by speaking to camera.
11 FAQ Share "You Asked, We Answered," then respond to common questions you get.	12 Employee's Favorites Take pictures of your staff and their favorite of your products/services	13 The Making Of.. Showcase the making of a product or service that your provide, or the beginning stages of a client working with you	14 Client Photo Dump Share photos of recent customers or clients with you and/or your product	15 Rumors Share fake positive rumors about your business, ex: "I heard [business name] provides the best..."	16 Origin Story Share the origin story of your business with throwback pictures	17 POV: Results Showcase the results of being your customer or client, ex: "POV: You finally tried XYZ..."
18 Tips & Tricks Share 3 tips you wish you knew when you started in your industry / business	19 Updates Share images of "What We've Been Up To This Month," great way to highlight a new product or service	20 Culture Share pictures of you and/or your team weekly rhythms (meetings, etc.) to highlight your business' culture	21 How to Spot "How to spot an X..." Share clips of something you constantly do throughout the day related to your niche (text, make coffee, etc.)	22 Most Popular Share "Why People Won't Stop Buying X..." and highlight your most popular product/service	23 Essentials Share every day essentials related to your business / niche and why they are essential	24 Teach Teach clients what service/product of yours they should choose: "If you want X, get Y..."
25 Before & After Showcase your service results and/or product with before and after images	26 Our Pick Showcase what product you would pick for a client if they wanted XYZ as a result	27 House Tour Showcase a tour of your business and/or office space	28 Expertise Showcase your expertise by highlighting your training and/or what makes your business the best	29 The Process Explain the process of a client working with you or becoming a customer	30 The Why Share "the why" behind a particular service or product you offer	