

# 30 DAY CONTENT CALENDER

..... / .....

<input type="checkbox"/>	CAROUSEL	SHARE A STEP-BY-STEP GUIDE
<input type="checkbox"/>	TESTIMONIAL	HIGHLIGHT A CUSTOMER SUCCESS STORY
<input type="checkbox"/>	QUOTE	SHARE AN INSPIRATIONAL QUOTE
<input type="checkbox"/>	REEL POST	7-SECOND REEL: UNCONVENTIONAL BREAKTHROUGH
<input type="checkbox"/>	CAROUSEL	PROVIDE A QUICK TUTORIAL
<input type="checkbox"/>	TESTIMONIAL	SHARE A USER REVIEW
<input type="checkbox"/>	QUOTE	POST A MOTIVATIONAL QUOTE
<input type="checkbox"/>	REEL POST	7-SECOND REEL: EMBARRASSING PROBLEM
<input type="checkbox"/>	CAROUSEL	EXPLAIN A COMPLEX TOPIC
<input type="checkbox"/>	TESTIMONIAL	FEATURE A CASE STUDY
<input type="checkbox"/>	QUOTE	SHARE A FAMOUS QUOTE RELATED TO YOUR INDUSTRY
<input type="checkbox"/>	REEL POST	7-SECOND REEL: FROM SUCK TO AWESOME
<input type="checkbox"/>	CAROUSEL	LIST BENEFITS OF YOUR PRODUCT/SERVICE
<input type="checkbox"/>	TESTIMONIAL	HIGHLIGHT A CUSTOMER'S JOURNEY
<input type="checkbox"/>	QUOTE	POST AN INSPIRING THOUGHT
<input type="checkbox"/>	REEL POST	7-SECOND REEL: UNCONVENTIONAL BREAKTHROUGH
<input type="checkbox"/>	CAROUSEL	SHARE BEST PRACTICES OR TIPS
<input type="checkbox"/>	TESTIMONIAL	POST A USER-GENERATED CONTENT - B ROLL
<input type="checkbox"/>	QUOTE	SHARE A WISDOM QUOTE
<input type="checkbox"/>	REEL POST	7-SECOND REEL: EMBARRASSING PROBLEM

REMEMBER TO WORK TO YOUR  
I CAN HELP STATEMENT





# 30 DAY CONTENT CALENDER

..... / .....

<input type="checkbox"/>	CAROUSEL	EXPLAIN A COMMON MISCONCEPTION
<input type="checkbox"/>	TESTIMONIAL	SHARE FEEDBACK FROM A CUSTOMER
<input type="checkbox"/>	QUOTE	POST A THOUGHT-PROVOKING QUOTE
<input type="checkbox"/>	REEL POST	7-SECOND REEL: I WISH MORE PEOPLE KNEW THIS
<input type="checkbox"/>	CAROUSEL	LIST FREQUENTLY ASKED QUESTIONS
<input type="checkbox"/>	TESTIMONIAL	FEATURE A VIDEO TESTIMONIAL
<input type="checkbox"/>	QUOTE	SHARE A MOTIVATIONAL STORY
<input type="checkbox"/>	REEL POST	CONTRAVERSIAL OPINION
<input type="checkbox"/>	CAROUSEL	SHARE AN INDUSTRY/BUSINESS UPDATE
<input type="checkbox"/>	REEL POST	7-SECOND REEL: ONE TIP ABOUT YOUR PRODUCT



ALL OF YOUR CONTENT NEEDS TO HAVE THE FOLLOWING

- HOOK
- CALL TO ACTION
- TRENDING SOUND
- ENGAGING STORYTELLING COPY
- HOW YOU CAN HELP YOUR TARGET MARKET



# CONTENT CALENDER

..... / .....

## BUILD YOUR OWN

<input type="checkbox"/>	CAROUSEL	
<input type="checkbox"/>	TESTIMONIAL	
<input type="checkbox"/>	QUOTE	
<input type="checkbox"/>	REEL POST	
<input type="checkbox"/>	CAROUSEL	
<input type="checkbox"/>	TESTIMONIAL	
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<input type="checkbox"/>	REEL POST	
<input type="checkbox"/>	CAROUSEL	
<input type="checkbox"/>	TESTIMONIAL	
<input type="checkbox"/>	QUOTE	
<input type="checkbox"/>	REEL POST	



# CREATIVE CONTENT BIBLE

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# DISRUPTIVE CONTENT

LOOKING TO STAND OUT AND BE MEMORABLE IN YOUR INDUSTRY?

THESE HOOKS ARE GREAT WAY TO START ESTABLISHING YOURSELF AS A THOUGHT LEADER.

- ☐ Don't waste your money on this...
- ☐ I didn't want to believe this either...
- ☐ Here's what other aren't telling you...
- ☐ Don't believe the hype on this...
- ☐ doesn't want you to know this...
- ☐ You HAVE to stop believing this if you want
- ☐ You HAVE to stop doing this if you want
- ☐ Please I beg you, stop making this mistake!
- ☐ This one mindset shift changed everything for me...
- ☐ Here's why you actually SHOULDN'T...
- ☐ Here's myths I need to debunk right now.
- ☐ If you still think this way it could be costing you a lot of time/money...
- ☐ This goes against what most tell you, but it's CRUCIAL...
- ☐ I'll go to my GRAVE preaching this... even if no one else is.
- ☐ I'm completely mindblown that some people still don't know this...
- ☐ I'm probably going to get a lot of hate for this ... but I believe in it 100%.
- ☐ Don't give up on this just because everyone is telling you to... let me explain
- ☐ I don't agree with \_\_\_\_ and here's why...
- ☐ Here's why I still \_\_\_\_ even when no one else is...
- ☐ Do you STILL believe this myth??
- ☐ Let's transform the way you think about\_\_\_\_\_.

# INSPIRATIONAL CONTENT

IF THE GOAL OF YOUR SPECIFIC PIECE OF CONTENT IS TO INSPIRE YOUR AUDIENCE OR MOTIVATE THEM TRY USING THESE HOOKS TO GET THEM IN THE RIGHT HEAD SPACE.

- ☐ Here's how I went from \_\_\_\_ to \_\_\_\_ in \_\_\_\_...
- ☐ Here's the shocking story of how I ....
- ☐ This one changed my life. Here's how...
- ☐ If you're truly ready to \_\_\_\_ without \_\_\_\_, this is for you...
- ☐ So many people never overcome \_\_\_\_\_. here's how I did...
- ☐ made this one mindset shift and everything changed...
- ☐ Let me take you to the lowest point of my life....
- ☐ I never thought I could come back from\_\_\_\_\_ but ...
- ☐ Here's how I overcame all the odds...
- ☐ How does someone go from\_\_\_\_\_ to \_\_\_\_\_? Let me show you...
- ☐ Even though \_\_\_\_\_. Here's how...
- ☐ They told me I couldn't , here's how I proved them wrong.
- ☐ This is the moment everything changed on my journey.
- ☐ Let me take you back to \_\_\_\_\_ before I was \_\_\_\_\_.
- ☐ If you want \_\_\_\_\_ without \_\_\_\_\_, this is the KEY...
- ☐ Here's how the TOP\_\_\_\_\_ got everything they wanted...
- ☐ This story will always be my biggest motivator. Maybe it will be for you too
- ☐ If you're tired of this story \_\_\_\_\_ may change everything for you
- ☐ Here's why you should NEVER give up on \_\_\_\_\_
- ☐ I wasn't ready to talk about this. But now I know I need to share it with you so you can too.

## CONNECTION CONTENT (CALLING IN YOUR TARGET AUDIENCE)

IF YOU WANT TO GET YOUR VIDEO CONTENT IN FRONT OF THE RIGHT PEOPLE FOR YOUR BUSINESS HERE ARE SOME HOOKS TO GET STARTED.

- ☐ If you like these things, we should connect...
- ☐ Calling all \_\_\_\_\_.
- ☐ Where are the \_\_\_\_\_ who want more in their life?
- ☐ I'm looking for \_\_\_\_\_, do these things describe you....?
- ☐ If you're a \_\_\_\_\_ who's tired of \_\_\_\_\_, this is for you...
- ☐ Hoping this video gets in front of\_\_\_\_\_. did it work?
- ☐ Crucial info \_\_\_\_\_ need to know!!!
- ☐ If you're a \_\_\_\_\_, listen up, this is gonna change your perspective
- ☐ I wish more \_\_\_\_\_ knew this...
- ☐ Why isn't anyone telling \_\_\_\_\_ that they need to ?
- ☐ This tip is for \_\_\_\_\_, if that's not you you can keep scrolling...
- ☐ 3 steps all \_\_\_\_\_ should be taking right now.
- ☐ If you're a \_\_\_\_\_, don't forget about this crucial step
- ☐ If you struggle with \_\_\_\_\_, you are NOT alone
- ☐ Tell me if you relate to this....
- ☐ 3 things every MUST know...
- ☐ If you're a \_\_\_\_\_ and you have a hard time, let me help
- ☐ If you're over \_\_\_\_\_, this could change everything for you
- ☐ Have been searching high and low for \_\_\_\_\_, is that you?
- ☐ I thought I was the only one who \_\_\_\_\_, but please tell me I'm not alone!

# SALES CONTENT

IF THE GOAL OF A SPECIFIC PIECE OF CONTENT IS TO TRANSFORM CONTENT ENGAGEMENT INTO SALES, TRY USING THESE HOOKS TO SET YOUR AUDIENCE UP TO CONVERT.

## PRODUCT VIDEOS

- ☐ Run don't walk to try this
- ☐ Here's the exact product I used to go from \_\_\_ to \_\_\_\_
- ☐ This is my secret weapon to getting \_\_\_\_
- ☐ products I use to \_\_\_\_ without \_\_\_\_\_
- ☐ This will help you go from to \_\_\_\_ in \_\_\_\_\_
- ☐ Tired of \_\_\_\_ ? Try this first...
- ☐ I can't believe no one told me about \_\_\_\_ sooner...
- ☐ The benefits of this are unlike anything I've seen
- ☐ I've created the best of all time. Let me show you...
- ☐ I never have to worry about \_\_\_\_ anymore thanks to this

## SERVICE-BASED VIDEOS

- ☐ Ready to learn how to \_\_\_\_? Here's my methodology
- ☐ Here's how I \_\_\_\_ help go from \_\_\_\_ to \_\_\_\_
- ☐ This is the #1 way I help my clients
- ☐ 3 signs you know it's time to hire a \_\_\_\_
- ☐ If you want \_\_\_\_without \_\_\_\_ I can help. Here's how:
- ☐ This got my client \_\_\_\_\_. Here's how we did it
- ☐ This client breakthrough story could change your life too, let me explain...
- ☐ Here's why my method of \_\_\_\_ is different than you're used to
- ☐ If you want real results, here's what I'd do first if you were my client...
- ☐ Ready to \_\_\_\_? Here's how we'd get started...



# CALL TO ACTION

## GET MORE ENGAGEMENT

- ☐ What do you think?? Let me know in the comments...
- ☐ Drop a (insert emoji) if you agree!
- ☐ A or B? Vote in the comments!
- ☐ What's your favorite \_\_\_\_\_? Let me know!
- ☐ If you want to hear more about \_\_\_\_\_ let me know...
- ☐ What did I miss? Drop it in the comments
- ☐ Introduce yourself in the comments -- let's connect!
- ☐ I'd love to hear your opinion, drop it below.
- ☐ Tag a fellow \_\_\_\_\_ who needs to hear this!
- ☐ Comment "\_\_\_\_\_" and I'll send you more info on this

## GET MORE SAVES AND SHARES

- ☐ Save this list for the next time you're \_\_\_\_\_.
- ☐ Text this video to yourself as a reminder!
- ☐ Save this to come back to when you're ready to (result)
- ☐ Favorite this so you don't forget all this!
- ☐ SAVE WARNING! lots of info coming at ya...
- ☐ Share this with someone you know needs it right now.
- ☐ Share this with your favorite (product) lover
- ☐ Text this to your \_\_\_\_\_ to show them you're thinking of them.
- ☐ Share this with your (industry) bestie!
- ☐ Send this to that know-it-all to prove them wrong!

## GET MORE FOLLOWERS

- ☐ Follow for more tips to (desired result) \_\_\_\_\_
- ☐ Hit the (+) if you're ready for more \_\_\_\_\_ in your life
- ☐ Follow to (desired result) \_\_\_\_\_
- ☐ Follow if you're tired of (common problem you solve)
- ☐ Follow for daily \_\_\_\_\_
- ☐ If you're a (target customer) \_\_\_\_\_, follow for more
- ☐ Follow for the next video on \_\_\_\_\_
- ☐ If you liked this tip, follow for more on \_\_\_\_\_
- ☐ Hit the follow for a community of \_\_\_\_\_
- ☐ Follow along if you're ready to \_\_\_\_\_

## GET MORE SALES

- ☐ Head to my profile for your free \_\_\_\_\_
- ☐ Check out my IG Stories for more details & direct links
- ☐ Don't miss this. Get yours in my bio before (time) \_\_\_\_\_
- ☐ Only 10 left! Snag yours now!
- ☐ Stop \_\_\_\_\_ (problem) and get your (product) \_\_\_\_\_ for \_\_\_\_\_ off now
- ☐ Go get yours if you're tired of \_\_\_\_\_ (problem)
- ☐ If you're ready to \_\_\_\_\_ (result) you can save \_\_\_\_\_ on yours today
- ☐ Want in on this? Drop a comment & I'll send you the link
- ☐ \_\_\_\_\_ launches on \_\_\_\_\_ (date). go join the waitlist to be notified first!
- ☐ The first 10 orders will also receive \_\_\_\_\_. hurry and lock in yours!
- ☐ Check out my Bio for \_\_\_\_\_.
- ☐ You can get yours now, you know where to go...
- ☐ Shoot me a message if you want the special link
- ☐ Join us now in my bio

90  
days

of content creation ideas



# STORYTELLING

Share why you started your Business

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Share what inspired your branding or name

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Share what inspired a certain product

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Share your core values & why they matter to you

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Share your mission and why your audience is part of it

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Share a breakthrough a customer had with you

---

Share your transformation story, before - during - after

---

Share a hardship or struggle & how you overcame it

---

Share a mistake you have made and what you have learned from it

---

Share a mirco story about something that happened this week

---

Share a lesson you learned this week and how it can help them too

---

Share a common misconception about yourself or your brand

---

Share something about you your target audience will relate with

---

Share a mindset shift you had when using your product

---

Share a funny story or something that made you smile

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# EDUCATIONAL

3 tips to help you \_\_\_\_\_

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5 tools to help you \_\_\_\_\_ Debunk an industry myth

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Share a shocking statistic related to your industry

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Share a how to tutorial

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Share a time-saving hack related to your industry

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Share a money-saving hack related to your industry

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Interview another industry expert

---

Do a Q&A answering top industry questions

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Do a 7-day challenge dropping knowledge every day

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Do an Ask me Anything post and answer in comments Share

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top industry websites to help

---

Share top books to read in your industry

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Share top podcasts to listen to in your industry

---

Share helpful apps in your industry

---

Share why something is the way it is in your industry Share an

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industry-related historical fact or two

---

Share mistakes to avoid in your industry

---

Share a checklist for something industry related

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# PRODUCT & SALES

Share customer reviews

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Share a customer transformation story (from your perspective)

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Share user generated content from customers (ex. unboxing)

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Do a product demo / how it works demo

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Do a product comparison to a competitor

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Share tips on how to get the most out of your product

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Share a unique & unexpected way to use your product

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Share what makes your product unique

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What customers say they like best about your product & why

---

Have a friend/stranger do an impromptu product review

---

Do a product tour (show all you offer)

---

Ask for product feedback

---

Share a before and after of using your product

---

Share a common misconception about your product

---

Resolve a common objection when it comes to your product

---

Share how your product saves people's time

---

Share how your product actually saves people money

---

Show what life would look like with your product

---

Show what life would look like WITHOUT your product

---

# BEHIND THE SCENES CONTENT

Do an office/space tour

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Share company news/update

---

Package a customer's order \*make it engaging\*

---

Show a day in your life with your biz

---

Share bloopers/funny moments

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Show the little details that go into product decisions

---

Show how a product is made

---

Share a belief or rant while you do something for your biz

---

Share your goals for the business/community

---

Share a hand-written sketch of an idea or process

---

Spotlight an employee and their why

---

Share a PSA (public service announcement)

---

Share a poll for the audience to help you make a biz decision

---

Share survey results

---

Share behind the scenes of an industry event

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Share behind the scenes of a workshop/class

---

Share your life - morning routine, daily vlog

---

Share BTS of a meet up with other people in your industry

---

Share your educational background/experience/credibility

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# CONNECTION

Share a motivational quote or thought

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Call in your target customer by describing who you're looking for

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Create "relatable" content based on a funny moment

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Visually showcase your community and what you stand for

---

Share a random thought your target customer would agree with

---

Call out to a problem of your target customer & solve it

---

Show how you are like your target customer

---

Share a motivational story about a customer

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Share your favorite memory of a customer/your business

---

Show how your customers are connected to each other

---

Share your favorite creators or experts to follow in industry

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Host an industry meet up (virtual or in person)

---

Share an unpopular opinion

---

Share an uncommon or unknown fact about your community

---

Share which product someone should buy based on their goal

---

Share a business or community milestone

---

Show how you are bettering your surrounding community

---

Share why someone would want to be a part of your community

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