

The Monthly Content Drop

The Social Approach & She Owns It



COLLABORATION



NEVER FEEL STUCK FOR CONTENT IDEAS AGAIN!

30 Days of customisable content ideas, delivered to your inbox monthly.



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The Monthly Content Drop

If you know you need to be using social media to grow your business, but coming up with content ideas has you **STUCK**, this is for you!

Every month, in collaboration with our friends at The Social Approach, we'll be dropping into your inbox with 30 (plus) fresh content ideas so you can post relevant conversion content *daily*.

Completely customisable to your business, these prompts include all the Kiwi calendar moments you should be across, and will help you captivate, engage and convert your audience. Best of all, it's **FREE** with your She Owns It Membership.

Rach, it's good, but I want more!

If you want to *really* dial down on effort while dialling UP results, **meet Sarah!**

Over at The Social Approach Sarah delivers *daily* ideas including post prompts, customisable 'fill in the blank' caption templates to go with them PLUS Reel and Story ideas and Masterclasses to help you level it all up!

Head on over to The Social Approach for 14 days of free content:
www.thesocialapproach.com.



xx Rach

SHE OWNS IT

30 Social Post Ideas

We get it. Social media isn't easy. But guess what? Your small business has a mighty big message to share with this world.

And your audience wants to hear it! So here's 30 brand building conversion content ideas that you can follow so you never feel outta ideas again.

For each post include:



Hook



Call To Action



HAPPY NEW YEAR - HOW YOU CELEBRATED	HOW YOU'RE KEEPING COOL AT WORK
YOUR 2023 MINDSET SHIFT	YOUR BEHIND THE SCENES PREP
A LOOK AT WHAT YOU'VE BEEN DOING THIS SUMMER	HOW YOUR BUSINESS GOT IT'S NAME
AVOIDING COMPARISON - HOW YOU DO IT	JAN 19TH - GET TO KNOW YOUR CUSTOMERS DAY
THE MOST IMPORTANT PEOPLE IN YOUR LIFE	YOUR SUMMER DRINK OF CHOICE
YOUR FAVOURITE THING ABOUT SUMMER	WHAT'S KEEPING YOU ON TASK THIS WEEK
TIPS FOR SETTING UP YOUR IDEAL AUDIENCE FOR A GREAT YEAR	A SHOUT OUT TO JANUARY BIRTHDAYS
A PROBLEM YOUR AUDIENCE HAS - AND HOW YOU CAN HELP	ASK YOUR AUDIENCE FOR HELP WITH A DECISION
A CLIENT TESTIMONIAL WITH BACKGROUND STORY	JAN 24TH - NATIONAL COMPLIMENT DAY
JAN 10TH - HOUSE PLANT APPRECIATION DAY	SOMETHING YOUR AUDIENCE WANTS MORE/LESS OF - AND HOW TO ACHIEVE IT
3 BENEFITS OF YOUR PRODUCT/SERVICE	ADVICE FOR GETTING UNSTUCK
A LESSON YOU'VE LEARNED IN YOUR BUSINESS	THE STEPS YOU TOOK TO GET WHERE YOU ARE TODAY
THE REASON WHY YOU DO IT! WHAT MAKES IT ALL WORTHWHILE.	YOUR FAVOURITE SUMMER FOODS
ASK FOR A RESPONSE USING EMOJIS	SHARE AN INDUSTRY TREND
GOOD THINGS TAKE TIME - WHY YOU'RE NOT "THERE YET".	THE UNEXPECTED PATH YOU TOOK TO FIND YOUR WHY

BONUS!

Story, Reel & Caption Ideas

For each post include: ☐ Hook ☐ Call To Action

Story ideas:

- ☐ YOUR HOLIDAY SNAPS
- ☐ TIME TO LAUGH - SHARE FUNNY MEMES
- ☐ A PRODUCT REVIEW
- ☐ SHARE YOUR 2023 GOALS
- ☐ 2 TRUTHS AND A LIE
- ☐ SHARE A TESTIMONIAL
- ☐ INDUSTRY POP QUIZ
- ☐ COUNTDOWN TO AN EVENT
- ☐ 4 WAYS TO DO SOMETHING
- ☐ BENEFITS OF YOUR PRODUCT/SERVICE

Caption idea:

"I get by with a little help from my friends" and ___ [I/We] need YOUR help!

___ [I/We] _____ [a new offering that you have coming up e.g. have a new line of sunglasses coming out soon/have a new programme starting in March/are trying to decide which offer our clients would prefer/etc] and we want to know which is your preference. Would you choose a, b or c? _____ [share the 3 options are trying to choose between].

Reel idea:

BUSTING EXCUSES

Audio: Any audio that you like

Step 1: Film one scene to use as background footage. It could be of you working or doing something at home. It doesn't matter too much - it's just for the background. You will ideally want this to be approximately 15 seconds which will give your audience enough time to read the text on the screen.

Step 2: Add text to the screen. All of your text will be on the screen at the same time.

Text 1 (top of screen): An objection or excuse that your ideal client uses. Use speech marks so that your viewer realises this isn't you talking.

For example:

"I don't have time to _____"

"It's too hard to _____"

"It's too expensive to _____"

Text 2 (middle of your screen): Talk candidly about the excuse and your take on how they can overcome it. It might be sharing a tip or a mindset shift.

Text 3 (bottom of your screen): Does that change how you think about _____?

WANT MORE? HEAD TO [THESOCIALAPPROACH.COM](https://thesocialapproach.com)