

The Monthly Content Drop

She Owns It



30 DAYS OF IDEAS

NEVER FEEL STUCK FOR CONTENT IDEAS AGAIN!

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



COPYRIGHT NOTICE

Copyright @ She Owns It NZ & The Social Approach.

All rights reserved. This planner or any portion thereof may not be reproduce or used in any manner whatsoever without express permission of the publishers.



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 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.

Let's get visible!

Getting the word out about your biz can feel so hard, and one of the hardest things is simply knowing what to post!

These content ideas take the pain out of creating content.

Simply follow the daily prompts and you'll start attracting, nurturing and converting a community of people who becoming superfans of your biz!



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



THE ONE FOOD YOU COULD EAT FOR THE REST OF YOUR LIFE	I CAN'T LEAVE THE HOUSE WITHOUT _____
A NEW INDUSTRY TREND	3 VALUES BASED TIPS TO HELP ANYONE
CELEBRATING THE WINS - BIG & SMALL	WOULD YOU RATHER BE SOMEONE'S ESPRESSO OR EVERYONE'S CUP OF TEA?
ON THE FENCE WITH A DECISION? HERE'S SOMETHING TO SWAY YOU	MAY 19 - PINK SHIRT DAY. SHARE YOUR THOUGHTS ON ANTI BULLYING
WHY YOU ORIGINALLY STARTED YOUR BUSINESS	QUESTION TIME - ASK ME ANYTHING
A CHEEKY BONUS TO SWEETEN THE DEAL	PLAY: 3 ITEMS YOU WOULD WANT ON A DESERT ISLAND
WHAT YOU DO IN YOUR DOWNTIME	WINTER IS COMING - WHAT'S YOUR FAVOURITE SEASON?
SHARE A REMINDER - YOU DIDN'T COME THIS FAR ONLY TO COME THIS FAR	SETTING BOUNDARIES - YOUR NON-NEGOTIABLES IN BUSINESS
SHARE A BEHIND THE SCENES LOOK AT A KEY COMPONENT OF WHAT YOU DO	HOW YOUR OFFER MAKES A DIFFERENCE COMPARED TO OTHER OPTIONS
3 STEPS TO OVERCOME A PROBLEM YOUR NICHE HAS	WHERE OUR INSPIRATION COMES FROM
YOUR MORNING ROUTINE	SHARE A SNEAK PEEK - OUR PROCESS
THE TEMPTING QUICK FIX VS DAILY CONSISTENT EFFORT	CHEERS TO THE WEEKEND
HOW FAILURE CAN BE A POSITIVE TOOL FOR GROWTH	HAMBURGER MONTH - YOUR FAVOURITE BURGER
MAY 14 - MOTHERS DAY - SHARE WHAT YOU LOVE ABOUT YOUR MUM	YOUR DAILY ESSENTIALS
THE MUST HAVES TO GETTING STARTED	SHARE AN INSPIRATIONAL QUOTE

BONUS!

Story, Reel & Caption Ideas

For each post include:



Hook



Call To Action

Story ideas:



SHARE YOUR TO-DO LIST



A SONG THAT SUMS UP YOUR MOOD TODAY



SHARE A MESSAGE IN NZ SIGN LANGUAGE



A HARD LESSON YOU'VE LEARNED



ANSWER A FAQ



A QUIZ ABOUT YOUR WEEKEND PLANS



PLAY THIS OR THAT - BURGER EDITION



A HELPFUL TIP



SHARE A PRODUCT BENEFIT WITH LINK



SHARE A SELFIE WITH A FUNNY FILTER

Caption idea:

Setting Boundaries:

What are your non-negotiables? The things you'll never compromise on.

When I first started in business
-----[share your experience starting your business, did you have clear boundaries? E.g. I didn't have any clear boundaries. I said yes to everyone because I thought if I didn't, I'd never be able to grow my business.]

Now ----- [share your experience with boundaries now e.g. I've learned that boundaries are what WILL allow me to grow my business. I say no to discounts or lowering my prices so I have more time to work with clients who understand the value of what I do].

Drop a thumbs up in the comments if you agree and let me know what one of your non-negotiables is.

Reel idea:

Share your work tools:

Audio: Any music that you like.

Film each scene

Scene 1: Opening shot of you in your work environment (2-3 seconds).

Scenes 2-5: Showcase each tool by either holding it up to the camera or showing it being used.

Scene 6: Film yourself holding on to your main work tool.

Trim each clip

Keep each clip short. Time it to the music for added effect.

Add text

Scene 1: "Tools that make my day easier" or "The tools I use to... [something you do in your job].

Scenes 2-5: Label each tool as they come on screen

Scene 6: Use a call to action by using text to ask a question. "Did any of these surprise you?" or "What's your favourite work tool?".