

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.



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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 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



OCT 1ST - INTERNATIONAL COFFEE DAY - COFFEE BRINGS PEOPLE TOGETHER	WHAT GETS YOU THROUGH THE WEEK?
A LESSON YOU'VE LEARNED THIS YEAR	STRUGGLING TO MAKE PROGRESS? SMALL CHANGES ADD UP TO HUGE RESULTS
SHEDDING SOME LIGHT ON A FAQ	IDEAS THAT HAVE A MOMENTUM OF THEIR OWN
TIME TO CELEBRATE YOUR CUSTOMERS!	CONTROVERSIAL OPINION - "YOU'VE GOT IT ALL WRONG. YOU DONT NEED TO....."
A DAY IN THE LIFE OF YOU!	SHARE AN HONEST THOUGHT ABOUT WHY IT'S IMPORTANT TO HELP YOUR CLIENTS
A SELF CARE REMINDER - SCHEDULE TIME OUT	STEAL MY ROUTINE!
THE LAST BOOK YOU READ AND HOW YOU'D RATE IT (WORK OR LEISRE RELATED)	PLANNING IS KEY - BUT DON'T BE DISHEARTENED IF IT DOESN'T PLAY OUT AS EXPECTED
SHARE SOMETHING MOST PEOPLE DON'T KOW ABOUT YOU OR YOUR BUSINESS	OCT 23 - LABOUR DAY. YOUR LABOUR DAY PLANS
SUMMER IS ON IT'S WAY. HOW YOU CAN HELP YOUR CLIENTS BEFORE THE SUMMER RUSH	THE HARDEST PART IS STARTING.
SECRET WORKPLACE TRADITIONS	YOUR NUMBER ONE TIP/TRICK
REVISITING GOALS - DOES GOAL SETTING EXCITE OR TERRIFY YOU?	IT DOESN'T NEED TO BE COMPLICATED. BENEFITS YOUR CLIENTS CAN EXPECT
WHO OR WHAT BENEFITS FROM YOUR PRODUCT/SERVICE	ICELEBRATING SPRING. HAPPINESS IS (YOUR FAVOURITE THING ABOUT SPRING)
STOP USING THIS NEGATIVE HABIT AND DO THIS INSTEAD	BREAST CANCER AWARENESS MONTH.
"I'M REACHING FOR A MOVIE THAT WILL MAKE ME _____"	SHARE A STEP BY STEP GUIDE
RE-INTRODUCING YOURSELF. SHARE 5 FUN FACTS ABOUT YOU	OCT 31ST - HALLOWEEN. HOW DO YOU FEEL ABOUT IT?

BONUS!

Story, Reel & Caption Ideas

For each post include: ☐ Hook ☐ Call To Action

Story ideas:

- ☐ OCT 14TH - NATIONAL DESSERT DAY
- ☐ WHAT YOUR TEAM IS WORKING ON
- ☐ SHARE A BOOK THAT YOU'RE READING
- ☐ A SPECIAL OFFER
- ☐ WHAT TO LOOK FOR IN AN EXPERT
- ☐ YOUR BEST KEPT SECRET
- ☐ A USEFUL APP THAT YOU USE
- ☐ SOME NEWS ABOUT YOUR BUSINESS
- ☐ POP QUIZ - USING STICKERS
- ☐ SHARE A BRANDED CHEAT SHEET

Caption idea:

Summer Is On Its Way

Can you feel it? Summer is just around the corner and [I'm/we're] getting ready by _____ [making way for our summer stock/planning our summer holidays/sorting out our rosters early to make sure we're ready to serve you well/etc]. Is there anything you'd like to know from [me/us] before we hit the summer rush?

Reel idea:

Share A Useful List

Audio: Choose any piece of music that you like

Step 1: Film one shot that relates to your niche.

Step 2: Start with your hook (text on the screen) - which is the title of your list. For example: 5 High Protein Snacks/Road Trip Essentials

Step 3: After a couple of seconds add text for each item on the list, with 1-2 seconds between each item so that they appear on the screen one at a time.

Step 4: Add a "share" call to action by using a gif from inside the stickers menu.