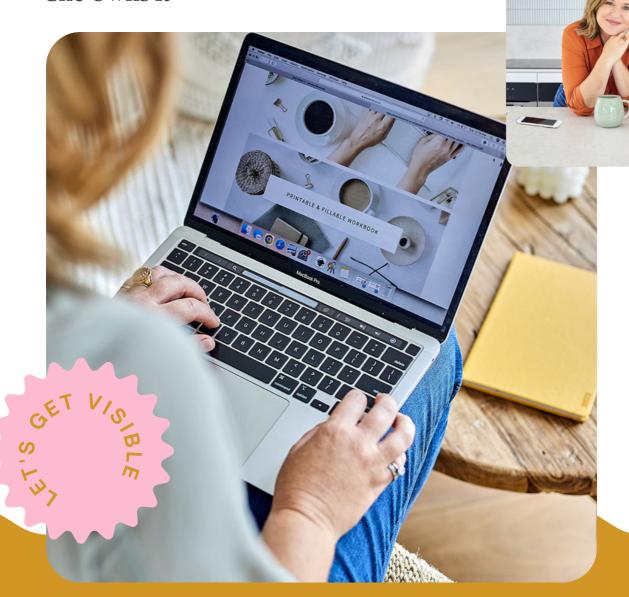
She Owns It



**NEVER FEEL STUCK FOR CONTENT IDEAS AGAIN!** 

A S

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 K

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





| OCT 1ST - INTERNATIONAL COFFEE DAY -<br>COFFEE BRINGS PEOPLE TOGETHER       | WHAT GETS YOU THROUGH THE WEEK?  |
|---|--|
| A LESSON YOU'VE LEARNED THIS YEAR   | STRUGGLING TO MAKE PROGRESS? SMALL<br>CHANGES ADD UP TO HUGE RESULTS                 |
| SHEDDING SOME LIGHT ON A FAQ  | IDEAS THAT HAVE A MOMENTUM OF THEIR<br>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<br>DISHEARTENED IF IT DOESN'T PLAY OUT<br>AS EXPECTED |
| SHARE SOMETHING MOST PEOPLE DON'T KOW ABOUT YOU OR YOUR BUSINESS            | OCT 23 - LABOUR DAY. YOUR LABOUR DAY<br>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.<br>BENEFITS YOUR CLIENTS CAN EXPECT               |
| WHO OR WHAT BENEFITS FROM YOUR PRODUCT/SERVICE                              | ICELEBRATING SPRING. HAPPINESS IS<br>(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<br>FUN FACTS ABOUT YOU                     | OCT 31ST - HALLOWEEN. HOW DO YOU<br>FEEL ABOUT IT?                                   |

# Story, Reel & Caption Ideas

| For each post include: Hook Call To Action |                               |
|--|-------------------------------|
| Story ideas:                               |                               |
| OCT 14TH - NATIONAL DESSERT DAY            | YOUR BEST KEPT SECRET         |
| WHAT YOUR TEAM IS WORKING ON               | A USEFUL APP THAT YOU USE     |
| SHARE A BOOK THAT YOU'RE READING           | SOME NEWS ABOUT YOUR BUSINESS |
| A SPECIAL OFFER                            | POP QUIZ - USING STICKERS     |
| WHAT TO LOOK FOR IN AN EXPERT              | 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.