

30
days
of content
ideas



(30) days of content ideas

When it comes to creating amazing content on a regular basis – the struggle is real.

I know! That blank page is staring back at you and you're like "I have nothing." Well listen up, because I've got you covered.

Get ready to dive into 30 days of creative, compelling and binge-worthy content ideas that will last you all month long. (Can I get a hand clap!)

I want you to commit to creating at least ONE piece of CONTENT every day during the week, taking the weekends off to unwind and relax. It can't be all work and no play, right?

So every day, simply follow the content creating prompt. The prompts are designed to get those creative juices flowing and that mind crankin' out branded content that resonates with your audience and stays true to your brand story.

What does that mean? It means whatever you create must align with the vision, voice and visual style of your business. Whenever you create a piece of content it should represent what your brand is all about. It should resonate with your dream clients and focus on the value you bring to the table.

Remember, content is influence + influence = income. So here are a few things to focus on:

01 | Once a week I want you to show up on your blog. Social media posts are easy, but it's the blog posts, podcasts or videos you produce that can take up a good chunk of time. Block out the necessary time each week to create ONE major piece of content.

02 | Create with intention. Before you post anything ask yourself "Will this resonate with my perfect fit fan?" and "Is there a purpose behind this post?" You want to be strategic not random when creating content. It is important to make sure every piece of content you publish benefits your audience and your business in some way.

03 | Be you. Share content as if you are talking to your friend. If you are explaining a new strategy, explain it as if you were sitting down having coffee with your bestie!

Lastly plan! Do not wait until the last minute to create your content. Great content even those cute little Instagram captions take brain power and thoughtfulness. So plan out your content ahead of time so you don't get stuck staring at the dreaded blank page anymore.

ONE MONTH OF BINGE-WORTHY CONTENT**One Post Per Day, Monday - Friday**

Day	Content Creation Piece	Done
1	Share an inspirational quote and the story behind why it motivates you	
2	Share a mindset tip that helps you elevate your focus when facing challenges	
3	Share a behind the scenes photo and what inspires you about it	
4	Write a blog post about a strategy that has created BIG results for you (repurpose it as a video, podcast or email newsletter)	
5	Share a business tip(s) with your email list then repurpose it for social media	
R&R		
8	Write a blog post about the #1 lesson you've learned about being successful	
9	Post a photo of a product you are working on and share the story behind why you created it	
10	Share a work space photo (from the office or the beach) and what is awesome about it	
11	Post a family pic and share what you love about them with your community.	
12	Share one of your favorite business tools and how it makes your life as an entrepreneur easier (share it with your email list too!)	
R&R		
15	Share a blog post or article related to your industry and the story behind why it inspires you (repurpose it as a video, podcast or email newsletter)	
16	Take a pic of your favorite creative space and share it!	
17	Share what your ideal day looks like and snap a pic that gives us a sneak peek into your life	
18	Share a book(s) that your community would love and why it's a must read	
19	Share a pic of a new course you've purchased and why you bought it	
R&R		
22	Share your most popular product and why it was so important for you to create	
23	Share 3 tips with your email list on how you use social media to grow your biz	
24	Share a short video that takes your audience inside your latest product or course and share the value people will get from using it	
25	Write a blog post about your last product launch + the biggest lesson you learned	
26	Post a pic of your child(ren) + share a funny story about something they've done	
R&R		
29	Share a screenshot of your latest project long with a client testimonial	
30	Share a selfie and tell us why you became an entrepreneur and do what you do	