FREE CONTENT PLAYBOOK

10 CONTENT IDEAS YOU CAN STEAL

For your personal brand or business.

You don't need another long guide that feels like work. Simple things I've learned from creating content, marketing businesses and watching what actually gets people to stop & care to engage.

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START WITH WHAT'S ALREADY IN YOU.

It starts with your mindset.

1

DON'T GIVE A F*** RULE

Stop worrying so much about what people will think when you post. The people you know are not even your target, you're trying to reach the thousands of people who don't know you yet. That's the whole point of content creation. The people we admire today had to put their pride and embarrassment aside and allow themselves to be seen trying. Nobody dies of shame. Post it.

2

LOOK WITHIN, YOUR CONTENT IS ALREADY THERE

Don't spend weeks or months searching for the perfect niche. There's already something you know, something you've experienced or something you genuinely enjoy talking about. Look at what you naturally talk about, what people ask you about and what you already know well. Start there and give your own takes on it.

3

BE VERY RELATABLE, POST RELATABLE EXPERIENCES, PEOPLE WILL MIRROR YOU

Talk about the little experiences you think only you go through. You'll be surprised how many people have experienced exactly the same thing. I've noticed this especially on TikTok: share your experience and people start sharing theirs in the comments. Social media will mirror you when you give people something real to relate to.

4

TELL STORIES

People love stories. Don't just give people the lesson, tell them what happened, what you experienced, what went wrong, what surprised you and what you learned from it. Your everyday experiences are content. A good story makes people stay because they want to know what happened next. People will always remember what happened, more than they remember the lesson.

5

SAY THINGS PEOPLE ARE SCARED TO SAY

This is one of my favorite cards to pull. If you genuinely believe something, don't be afraid to say it just because some people will disagree. Give your real take and say it with boldness. Some people will agree, some will disagree, and some will argue, that's engagement.

IT'S A GAME OF ATTENTION.

6 BORROW THE MOMENT

Keep your eyes open for what people are already talking about, trending stories, viral moments, football, celebrity news, memes, business stories or whatever fits your world. Don't just repost the trend, find your own angle and create something from it. Attention is already there, be creative enough to enter the conversation.

7 SELL THE OUTCOME, NOT JUST THE PRODUCT

People care more about what your product will do for them than its specifications. If you sell clothes, sell the confidence and how they'll feel wearing them. If you sell food, sell the satisfaction of that first bite where you close your eyes for two seconds. Even if you're selling a hammer, don't just sell the hammer, sell the thought of the beautiful portrait they'll finally hang that makes their house feel more like home.

8 LET YOUR CUSTOMERS SELL FOR YOU

If you're running a business, use social proof constantly. Post customer reviews, screenshots, deliveries, unboxing, customer reactions and customers acknowledging that they've received your product or service. Put that proof on your Stories everyday. You know your business works, let other people see that real customers know it too.

9 GIVE PEOPLE A REASON TO STAY

Give people something useful, entertaining, relatable or interesting around the world your audience already lives in. I sell men's grooming products, but many of my customers are women buying for their men, so I create relationship content for my audience. Build content around your customer's world, not only what you're selling.

10 START POSTING AT YOUR OWN PACE (I DONT BELIEVE IN THOSE 30DAY CALENDAR)

Don't pressure yourself because somebody says you must post eight or ten times every day. Start at a pace that lets you enjoy creating, then gradually increase as you get comfortable. Eventually you'll find yourself naturally picking up your phone because you have something you want to say. Content gets easier when it stops feeling like an assignment.

BONUS / A HOOK IS JUST A REASON NOT TO SCROLL

Your hook doesn't always have to be some dramatic sentence. Sip from a bottle, open a door, walk into frame, start with an unusual action or simply say something that makes people curious. Social media is a game of attention. Give somebody a reason to stop scrolling for that first second.

This playbook is a little something for you.

You don't need another 100 ideas. You need to use what you already have. - Josh Dike