



30 Magnetic Content Prompts to Attract Your Dream Clients

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Welcome!

If you've ever felt stuck staring at a blank screen, wondering, "What do I post?", you're not alone.

This guide is here to help. It's packed with 30 magnetic prompts that will help you create meaningful, captivating, and heart-centred content, the kind that sparks connections and draws your ideal clients closer.

Use these prompts to share your story, teach with value, and connect authentically. Together, they'll help you build trust, showcase your expertise, and make marketing feel like a natural, rewarding conversation.

Part 1: Share Your Story & Let Them See You

- What inspired you to start your business?
- What's a lesson you've learned as an entrepreneur?
- What were you doing before you started this business?
- What's a behind-the-scenes moment you can share?
- What book, podcast, or resource shaped how you do business?
- What's a value you stand for and why?
- What does a typical day in your life or business look like?
- What mistake have you learned from that your ideal clients can relate to?
- What win are you proud of, big or small?
- What excites you most about working with your ideal clients?

Part 2: Teach, Serve & Build Trust

- What's one quick tip your ideal clients can implement today?
- What myth about your industry can you bust?
- What common mistake do you help people avoid?
- What questions do your ideal clients ask you all the time?
- What's one tool or resource you recommend?
- What's a simple shift in mindset that can make a huge difference?
- What's an "aha" moment you've had recently?
- What's one trend in your industry people should know about?
- What's one thing you wish more people knew about working with you?
- What's a piece of advice you'd give to someone starting where your clients are right now?

Part 3: Connect, Relate & Build Engagement

- What's a win (big or small) you can invite people to celebrate with you?
- What's a struggle you've faced that your ideal clients can relate to?
- What's a behind-the-scenes moment that shows the "human" side of your work?
- What questions can you ask your audience to get to know them better?
- What's a conversation you've had recently that inspired you?
- What habits or rituals help you stay focused and balanced?
- What do you love about working with your ideal clients?
- What can you acknowledge or thank your audience for?
- What inspires you to keep doing the work you do?
- What do you want your ideal clients to remember about you?

How to Put These Prompts into Action (and Stay Consistent!)

- ✅ 1. Pick 3–5 prompts to start with – Choose a handful of ideas that feel exciting and relevant for your audience right now.
 - ✅ 2. Plan a Weekly Rhythm – Block out 30 minutes each week to create a post or piece of content using one of the prompts. Put it in your diary as a repeating appointment!
 - ✅ 3. Mix and Match – Use different prompt styles (story, teach, relate) throughout the month so your content feels varied and balanced.
 - ✅ 4. Keep It Simple – You don't have to write an essay every time. Sometimes a short post or quick video can have just as much impact!
 - ✅ 5. Show Up Consistently – The biggest wins come from showing up regularly, sharing from the heart, and allowing people to get to know the person behind the brand.
 - ✅ 6. Save This Guide – Keep it handy as a quick reference whenever you're stuck for ideas.
- 👉 Remember: You don't have to do it all at once. Start with one prompt, one post, one conversation. What matters is showing up regularly as yourself and allowing your ideal clients to connect with you over time.

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