

FIVE PIECES OF CONTENT FROM

One idea

One of the ways we can make content creation easier is by milking our ideas to get as much as we can out of them! **Here it is in action** using a stylist as an example...

Content idea: Why should someone use a stylist?



A talking head video about the biggest benefit of using a stylist.

Good for LinkedIn, Instagram, Facebook and a blog post.



2



A b-roll video rifling through the closet trying to find an outfit. The graphic says 'That moment when you realise you have a wardrobe full of clothes and *still* don't know what to wear'

.Good for Instagram and Facebook.

3

A still photo and a caption about the first time they discovered the power of styling, and how they'd like to do that for you too.

Good for LinkedIn, Facebook, Instagram, blog posts, email newsletter.



4

A graphic carousel of slides (make in Canva) titled '5 reasons you can't dress yourself'. Each slide has a point about why using a stylist is good (saves money/confidence boost etc).

Good for LinkedIn (save as pdf), Instagram, Facebook (save as mp4 video), use content as a blog post/email newsletter.



5

Timelapse video of a client session and a graphic saying 'Guess how many new outfits we pulled out of this clients existing wardrobe?'. Put the answer and some tips in the caption.

Good for Facebook and Instagram.



We brainstormed these ideas for the one and only Emma from @sisterhoodofstylenz - big thanks to her for letting me use her content!