

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! Start with this prompt...

## Why should someone use a [insert your role here]?

Here it is in action using a stylist as an example...



Film yourself talking to camera about the biggest benefit of using your product or service.

Let's use a stylist as an example - they could film themselves talking to camera about how they can save you money by shopping with you.

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



2



Film a 15-20 second clip of you doing your thing, and add a graphic with a home truth about a problem your customer has.

The stylist in this example could film themselves rifling through a closet and the graphic says 'That moment when you realise you have a wardrobe full of clothes and nothing to wear'

.Good for Instagram and Facebook.

3

A still photo with a caption about why you do what you do.

For the stylist it could be a lovely posed photo and the caption talks about the first time they discovered the power of styling, and how they would like to do that for you too.

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



4

Make a graphic post in Canva with slides listing 3-5 reasons someone would benefit from working with you.

Our stylist might list '5 reasons you can't dress yourself'. Each slide could be things that a stylist can help with like a confidence boost, saving time etc.

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



5

Film a timelapse video of you working, to show behind the scenes. Add a graphic with a testimonial or a fun fact about you or your business.

The stylist example could be of a client session and the graphic says 'Guess how many new outfits we pulled out of this clients existing wardrobe?' with the answer and 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!