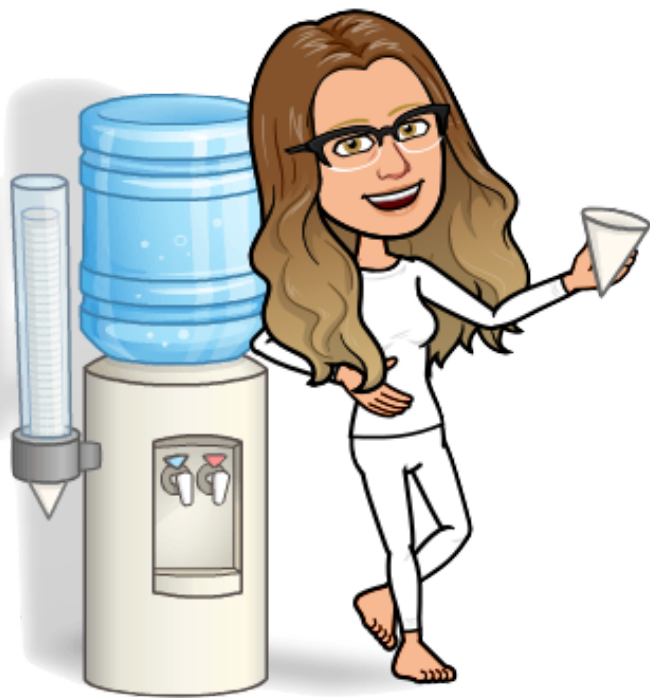




The Content Lab

*A complete guide to help you
develop high converting content*

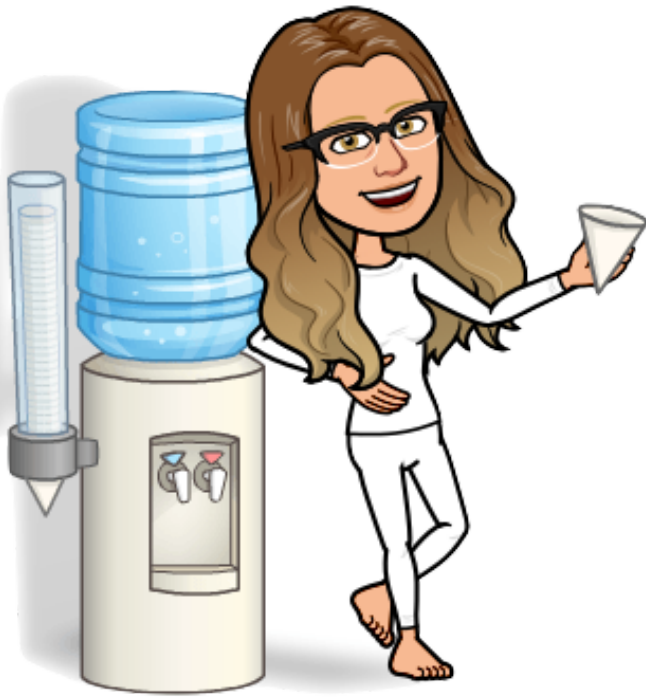




Conversation Starters

CALENDAR

<p>M</p> <p>Describe how you start the week</p>	<p>T</p> <p>#TuesdayTrivia - post a question about your brand</p>	<p>W</p> <p>Share a brand Milestone</p>	<p>Th</p> <p>#Thursdaythoughts - share an idea</p>	<p>F</p> <p>#funnyfriday - share something funny about your brand</p>
<p>M</p> <p>#Mondaymemories - share a brand or company journey</p>	<p>T</p> <p>#Tiptuesday - share a product tip or recipe idea</p>	<p>W</p> <p>Share a fun fact about your business or brand</p>	<p>Th</p> <p>Testimonial - share some great feedback</p>	<p>F</p> <p>#FeelgoodFriday - share some good vibes / news</p>
<p>M</p> <p>Share a new product on it's way / launched</p>	<p>T</p> <p>#TrendyTuesday - how is your brand / company keeping on trend</p>	<p>W</p> <p>Press Release - did you recently get a review?</p>	<p>Th</p> <p>#Thursdaythanks - show your appreciation for someone</p>	<p>F</p> <p>Praise a member of your team</p>
<p>M</p> <p>#happymonday - share some happy news</p>	<p>T</p> <p>#traveltuesday - inspire fans with some travel inspo</p>	<p>W</p> <p>#wellnesswednesday - healthy wellness inspo / recipe / idea</p>	<p>Th</p> <p>Snapshot of a blogpost</p>	<p>F</p> <p>Behind the scenes video</p>



Conversation Starter

CALENDAR

<p>M</p> <p>Who else has used _____? Your thoughts on it?</p>	<p>T</p> <p>What are you using to solve _____??</p>	<p>W</p> <p>Which of these are better?? THIS?? Or THAT?</p>	<p>Th</p> <p>#Thursdaythoughts - share an idea</p>	<p>F</p> <p>If you could fix just one thing about _____ what would it be?</p>
<p>M</p> <p>You ever noticed that _____ happens when you do _____?</p>	<p>T</p> <p>What's the worst thing about _____? (OR replace with "best")</p>	<p>W</p> <p>I'm looking for a _____. You know someone who can help me out?</p>	<p>Th</p> <p>WHOOH! I just learned to _____. Who else has ever _____?</p>	<p>F</p> <p>What books about _____ are you reading now?</p>
<p>M</p> <p>Who's your biz role model & why?</p>	<p>T</p> <p>What would be your strategy for surviving _____?</p>	<p>W</p> <p>We need to save money on _____. What is your best tip?</p>	<p>Th</p> <p>What's your favourite TV show?</p>	<p>F</p> <p>If you _____ and it was just horrid. What would you do next?</p>
<p>M</p> <p>_____: Love it?? Or HATE it?? (something controversial in your topic)</p>	<p>T</p> <p>I am new to _____ what is your best tip for _____?</p>	<p>W</p> <p>What is your best alternative to ____? I can't do that because _____.</p>	<p>Th</p> <p>What's been the biggest compliment about your _____?</p>	<p>F</p> <p>If you were an animal, what would you be and why?</p>

POLL & POST IDEAS

Add your own responses for polls

- what's your favourite.....?
- Jars or packets?
- Favourite celebrity chef?
- Favourite food to cook _____
- Favourite restaurant
- Favourite meal?
- Do you eat cake with your hands or fork?
- Favourite breakfast
- Favourite snack?
- Cheese or chocolate?
- Chocolate or vanilla?
- Organic or raw?
- Shop online or in-store?
- Favourite time of the day?
- Share the last photo in your phone!
- One thing you'd tell your 10 yr old self
- Favourite social media platform?
- When do spend most time on social?
- Favourite sport?
- Dream car?
- Dog or cat lover?
- Bird or snake lover?
- Ideal client?
- Dream business?
- What is your superpower?
- Hardest challenge?
- Best achievement to date?
- When you need to destress, what is your favourite go-to activity?58. What is your most productive time of day?59.
- What is your favourite form of self care?
- Favourite way to relax?
- Favourite quote?
- Most inspiring read?
- Most inspiring role model?
- Who is your role model?
- What are you grateful for today?
- Last book on your kindle?
- Best dinner party guest?
- What super hero would you like to be?
- Netflix or cinema?
- Win a million £, what would you do?
- Favourite business tools?
- Best thing you learned yesterday?
- Best friend - tag them!
- Favourite team
- Favourite blog
- Best business advice?

High Converting Captions

Take these captions and repurpose them for other elements of your content strategy e.g. Blog, Newsletter, Pinterest, Facebook Lives, You Tube, Podcast etc. Use these ideas to get your creative juices flowing, expand on them in your copy and tailor them to the needs of your audience

Note: Remember to include your call to action (CTA)

EDUCATE

CAROUSEL POSTS (up to 10 images in Instagram)

- 8 reasons we started our business
- 8 benefits of xyz
- 8 reason x will change your Y
- 8 reasons to consider swapping x for Y
- 5 values we live and die by
- 3 things we promise our customers (insert brand values)
- 5 random facts about me / the business
- How many times should I do / take / make X
- 3 places we deliver to
- What happens when you place an order
- Our returns policy
- Our quality guarantee
- 8 strategies for dealing with X
- 3 things you can do / implement today to achieve Y
- 5 of my / our favourite Y
- 3 customer segments we serve. Which one are you?
- 3 unusual facts about Y
- What I did before starting my business

INSPIRE

Here, you are **inspiring** your audience to take action, so remember your CTA. I also find sharing personal thoughts or feelings work well for these posts. It helps people emotionally connect. You could also use customer case studies as your subject

- 4 ways with X
- 5 reasons I was inspired to X
- 8 ways to Y
- How I escape overwhelm
- 3 ways I manage stress
- Meet 3 clients who recently achieved XYZ
- 3 ways I improved my workspace
- 3 challenges I overcame in my life that made me stronger
- 3 reasons X became our first client
- 5 reasons to love X
- How to stay focussed despite Y
- How I began making / teaching / serving (brand story)
- How I overcame X to become Y
- 5 lessons I learnt after Y
- Why I honour X over Y
- Why we source the best ingredients
- How we choose our suppliers / materials etc
- What inspired me to introduce X into our business
- What I do when I'm feeling Y
- 3 reasons why I'm proud to work in this team
- 5 ways you too can become X
- 5 reasons to listen to X
- 2 people who inspired me to carry on despite x
- Why X will help you achieve Y
- 3 ways to be successful at Y
- How long it took me to make my first £100k
- The biggest lesson I learnt about X
- 3 things to consider when running a competition

ENTERTAIN

Entertaining is where you can have fun with your audience. You are aiming to lighten the mood and show off your creativity and personality. Entertain works well on Instagram, You Tube, Facebook Live, Podcasts, in Newsletters and of course Tik Tok! Cartoons, quotes, silly images of yourself work great. Check out Innocent Smoothies Facebook Page for Inspiration!

- Name that tune!
- How many in the X?
- 8 ways I love to procrastinate
- My most embarrassing moment when I(dare you share?!)
- Funny quotes about your niche / industry (search on google)
- 5 ways you don't do business
- 8 things to do when you are stuck in (an airport, traffic jam etc)
- Look what my cat / dog / goldfish just ate!
- 8 ways to get through this economic downturn
- 3 things I do when I hit a roadblock (comedy)
- How not to re-engage your email list!
- How not to serve your customers
- Silly facts about your business / day / week
- A day in history - silly facts
- 8 things you never knew about me
- Daily update - totally irrelevant information
- Boredom buster games
- A day on the life of your office mascot (cuddly toy / pet)
- Quizes
- Video outtakes montage
- Pet of the day / week
- Mascot sports day challenge
- 3 things that have been on my to do list since last year!
- Funny photos of anything
- 10 funny tips to X
- A day in the life of your product
- A day in the life of your most elderly / young customer

Content Ideas

According to your social media objectives

GROW

ENGAGE

EXPERT

Helpful article
A tip that solves a problem
FAQs
An infographic
Relevant or interesting facts
How to....
Hacks
A feature

PERSONAL

Introduce Yourself
Your story or journey
A struggle
A victory
Life experience
Behind the scenes
Current book
Facts about you
Values / Beliefs
Hobby
Family time
Life lesson
Mantra
Out and about
Family / work life photo
Random facts about you
Your why

ENGAGEMENT

Ask a question
Ask for advice
Comment with a GIF
A meme
An inspiring quote
A comedy quote
Fill in the blanks
Run a poll
This or that
Would you rather
A comic strip
Video tutorial
Sneak peak video / photo
Style photo shoot
Giveaways and tagging
Funny meme or quote
Motivation quotes
Google alert post
Holiday / seasonal post
News or current event
Viral video or post

FAVOURITES

App
Book
Training
Service
Product
Influencer
Expert
Hack / Tip
Website / Blog
Quote

CONNECTING

Tag and mention followers
User generated posts & testimonials
Customer highlight
Shout outs
Share a photo from a follower
Mention an influencer
Mention a random follower

Content Ideas

According to your social media objectives

INVITE

TO PURCHASE

Your product or service

Your book

Your new product

An event

Your course

Limited offer

Special promotion pack

Subscription product

Promotional merchandise

Mastermind day / weekend

Retreat

OTHER CALL TO ACTIONS

Sign up to your newsletter

Download freebie / lead magnet

Book a discovery cal / free meeting!

Join your Facebook Group / Twitter Chat

Join a free / paid online summit

Attend a book signing

Help promote your book launch

Watch your public appearance

Enter a giveaway or competition

Visit your website / blog

Browse your shop pages

Follow you on social media

Become a product tester

Become an influencer for your brand

Become an ambassador for your brand

Attend a training / educational event

Attend a retail event (festival, pop shop etc)

Trial your product / subscription / service

Complete survey / questionnaire

"Share" & "Save"

For people to share & save your content we must encourage and ask them - using a Call To Action (CTA). Here are some phrases and tactics widely used across social media that you can adapt for your marketing

- Give me a ♥ and share this with anyone who is struggling with xxxx
- Tag a friend with a ☑ and send them your love today
- Save / Bookmark this post so you can find the recipe when you need it
- Share this post in your story and tag a friend who needs / appreciates xxxx
- Giveaway - Like & bookmark this post. Tag a friend in the comments who you think will love our xxxxx and give us one word to describe why you should win!
- Giveaway - To increase your chance of winning - also share this post to your stories and tag another friend.
- Feel free to save these tips in case you need to refer to them later.
- Create a check list - remind people they can bookmark
- ☑ this post for future reference
- Bookmark this post so you can easily find it in the future.
- Swipe and save these tips
- If you don't have time to read the full caption / watch the video now - bookmark it for later

NOTES

Use this space to capture your ideas

A large, empty light gray rectangular area intended for capturing ideas. It occupies the majority of the page below the introductory text.