CONTENT IDEAS YOU CAN MAKE YOUR OWN

You probably don't need more content ideas. But sometimes you need a place to start.

- Use this list when you're staring at a blank screen, feeling stuck, or trying to figure out what the hell to post.
- Don't try to do all of these. Pick the ideas that make sense for your business, your audience, your goals and your energy. Then make them yours by adding your experience, perspective, stories and point of view.
- And remember: the format is flexible. One idea could become a Reel, carousel, podcast episode, YouTube video, email, blog post or simple written post.
- AI can help you brainstorm, organize and repurpose. It can't replace your lived experience or point of view.

BEFORE YOU CREATE, ASK:

What am I trying to do with this piece of content?

- Teach something?
  Show what I know?
  Build trust?
  Create connection?
  Sell something?

Start with the purpose. Then choose the content.

TEACH SOMETHING

- How-To / Tutorials: Show your audience how to do something you know how to do. This can be a Reel, carousel, screen recording, long-form video, email or simple written post.
- Answer a Real Question: Turn questions from clients, customers, comments, DMs, sales calls or conversations into content.
- Mistakes + Misconceptions: Address something people commonly misunderstand about your industry, product or area of expertise.
- Tips + Shortcuts: Share something that makes your audience's life or work easier.
- Explain the Why: Don't just tell people *what* to do. Explain why something works, why you do it differently or why conventional advice may not apply.
- Industry Updates: Give your perspective on a change, trend, platform update, new technology or news story relevant to your audience.

SHOW WHAT YOU KNOW

- Your Point of View: Talk about something you believe, disagree with or approach differently based on your experience.
- Case Studies: Walk through a real problem, what was done and what happened. You don't need a massive success story for something to be worth examining.
- Before + After: Show the transformation of a project, process, strategy, product or piece of work.
- Comparisons: Compare tools, approaches, products, strategies or methods and explain when you'd use each.
- Reviews + Recommendations: Share the tools, products, books, apps, equipment or resources you actually use and why.
- React + Add Context: Respond to a current conversation, headline, trend or piece of content with your own expertise. Don't just repost it. Add something.

SHOW THE WORK

- Behind the Scenes: Show what happens before the polished result: planning, preparation, setup, mistakes, revisions and decisions.
- Process Content: Document how something gets made from beginning to end.
- Work With Me: Take people through part of your actual workday or a specific project rather than creating a generic “day in my life.”
- What I'm Working On: Talk about something you're currently building, testing, learning or figuring out.
- The Messy Middle: Everything doesn't need to be a lesson you already learned. Bring people into something while you're working through it.

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BUILD TRUST

- Client/Customer Stories: Share testimonials, feedback and experiences with permission.
- FAQs: Answer the questions people need answered before they're comfortable buying, booking or reaching out.
- Objections: Talk about the reasons someone may hesitate to buy or work with you without turning the content into a hard sell.
- Your Story: Share experiences that explain why you think, work or lead the way you do.
- Receipts: Show the work. Results, experience, processes, past projects, media, testimonials and other evidence that supports what you say.
- Introduce Your People: Feature employees, collaborators, clients, vendors or community members when relevant.

CREATE CONNECTION

- Stories: Tell something that happened instead of always teaching a lesson in bullet points.
- Opinions: You don't need to manufacture controversy. Say what you actually think about something relevant to your work.
- Questions + Polls: Ask something you genuinely want the answer to, not engagement bait.
- Community Content: Feature comments, questions, responses and user-generated content from the people already engaging with you.
- Personal Content With a Point: Your life can be part of your content without turning your entire life into content. Share what connects naturally to your brand, values or audience.
- Timely Content: Holidays, cultural moments, events and trends can work when there's an authentic connection to what you do. You don't have to post because it's National Whatever Day.

SELL SOMETHING

- Talk About the Offer: Sometimes the content can simply explain what you sell.
- Who It's For / Who It's Not For: Help people recognize whether your offer fits their situation.
- Show the Product or Service: Demonstrate it. Walk through it. Show what someone actually receives.
- Solve the Problem Before the Pitch: Talk about the problem your offer addresses and help someone recognize it in themselves.
- Behind the Offer: Explain why you created it, what you've changed, what you learned or why you structured it the way you did.
- Direct CTA Content: Ask people to book, buy, download, join, subscribe or contact you. Not every piece of content needs a CTA, but people cannot buy something they don't know you offer.

CONTENT IDEAS WHEN YOU DON'T WANT TO BE ON CAMERA

- B-Roll + Voiceover: Film yourself working, driving, setting up, creating, packing, cooking, walking into a meeting, etc., and tell the story over it.
- Screen Recordings: Demonstrate websites, software, apps, workflows, designs or processes directly from your screen.
- Hands-Only Content: Show the product, process, notebook, computer, project or physical work without showing your face.
- Photos + Voiceover: Use your own photos to tell a story rather than relying on stock footage.
- Text-Led Reels: Strong hook on screen + simple video/B-roll underneath. The words carry the content.
- Carousels: Teach, tell a story, break down an idea, show a process or make an argument one slide at a time.
- Podcast + Long-Form Clips: Turn existing conversations into short clips. They can be video clips, audiograms, quote graphics or text-based posts.
- Behind-the-Scenes Footage: The camera doesn't always have to point at you. Point it at what you're doing.
- Before + After: Show transformations visually with text explaining what changed.
- Screenshots + Receipts: Reviews, comments, client messages, analytics, old work, media coverage or other proof can become content when you add context.
- Photo Dumps With a Story: A collection of real images paired with a strong caption can tell a better story than another talking-head video.

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- Repurpose Something You've Already Made: A podcast can become clips, posts, emails, carousels, articles, quotes and follow-up videos. Your own workflow is a perfect example of how one long-form piece can feed multiple channels.
- Curated Content + Commentary: Share a useful article, study, video, tool or industry update and explain why you think it matters.
- Templates, Checklists + Graphics: Turn something you repeatedly teach or use into a visual resource.

USE AI AS A TOOL. DON'T OUTSOURCE YOUR POINT OF VIEW.

AI can help you:

- Brainstorm: Give it a topic you've already chosen and ask for different angles you haven't considered.
- Research: Use AI-assisted research to identify questions, terminology, themes and areas worth investigating. Verify important information before publishing it.
- Organize: Dump your messy thoughts, transcript or notes into AI and have it help you find themes and structure.
- Repurpose: Start with something *you actually said or created* and use AI to identify potential clips, posts, emails, headlines or follow-up topics.
- Pressure-Test: Ask AI what questions are unanswered, where your argument is weak or what a skeptical customer might ask.
- Improve: Use it to generate alternative hooks, tighten a caption, organize a script or find clearer ways to explain something.

AI can give you 100 content ideas in 30 seconds. That doesn't mean you need 100 more ideas.
The real question is: What are you actually going to create?

STILL FEELING UNCLEAR?

Sometimes a worksheet is a great place to start, but having someone to bounce ideas off of can make all the difference. If you're looking for clarity around your brand, help developing your content strategy, or someone to work through your ideas with you, I offer personalized 1:1 sessions tailored to where you are and what you need. With nearly 30 years of experience in media and content production, I can help you figure out your next steps without adding more unnecessary work to your plate.

Whether you need clarity around your offers, hands-on help creating content, or support building a team and a more sustainable operation, there are ways we can work together.

EXPLORE MY 1:1 SERVICES

Click on the link above or go to: https://www.sandgmediagroup.com/book-online
The Clarity Session | Content Coaching + Creation | Growth Operator Buildout
Find the support that fits where you are right now.

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List of Content Formats

- How-to's
- Content Curation
- Case Studies
- Charts/Graphs
- Ebooks
- Email Newsletters / Autoresponders
- Cartoons / Illustrations
- Book Summaries
- Tool Reviews
- Giveaways
- FAQs
- Q&A Session
- Webinar
- Guides
- Dictionary
- "Day in the Life of" Post
- Infographics
- Interview
- Lists
- Mind Maps
- Meme
- Online Game
- Helpful Application / Tool
- Opinion Post
- White Papers
- Vlog
- Videos
- Templates
- Surveys
- Slideshares
- Resources
- Quotes
- Quizzes
- Polls
- Podcasts
- Pinboards
- Photo Collage
- Original Research
- Press releases
- Photos
- Predictions
- User Generated Content
- Company News
- Timelines

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