

50 Content Prompts to Get *More Visible* in Your Brand





Content is the lifeblood of brand visibility.

To post consistently, you need to have something to say. Use this list of 50 content ideas to fuel your next social media, email, or blog post.

Some of the prompts will feel like they don't apply to your brand. That may be true. Feel free to skip ones you don't want to share, or ideally - get creative in the way you connect the content to your product/ industry/ service.

These are geared towards small businesses and especially ones where the founder is present in the brand. A software brand probably might not get a lot of traction posting about a childhood memory. That is, unless you relate it to a part of your software. Get creative.



CHILDHOOD MEMORY

What's something you remember as a child? Whether it's your earliest memory or most significant. Why do you reminisce over that specific memory? Did it shape a personality trait you cherish? Does it reinforce a core belief that's prominent in your brand? Or is it a memory that makes you genuinely happy?

A BEGINNER'S GUIDE TO...

Writing about your industry/area of expertise is a great way to gain credibility. Even the most basic information for you is a complete mystery to others. Your ideal clients will appreciate learning the basics on their own time. You'll show your knowledge. Win, win!

YOUR IDEAL CLIENT

- How are your clients like you? What personality traits do you share? What hobbies do you both enjoy? How do you spend your down time?
- How do you improve your ideal clients' lives? What common problems do they face? How does their life change once you've worked with them? Or how does your product make them feel?
- What do you admire about them? Write a love letter sharing why, like I did at the start of my blog post "Gushing Over Perfect Clients"

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REGRETS/MISTAKES

Show your vulnerable side. Your audience will appreciate it. Write about a big regret in your life or a mistake you've made. This shows you're a real person with feelings and a conscience. You don't need to focus all the content on the mistake. Don't make it all negative. Instead focus on why you thought it was the right decision at the time. Write about what you've learned and why it makes you a better person and/or a stronger business partner.

SUCCESSES/TALENTS

I purposely put this suggestion after regrets and mistakes. We can usually think up regrets or weaknesses easily. Yet, it's hard to write about your strengths and your talents. We're our own biggest critic. But your clients need to (and want to) hear about your successes and your talents. Take time to write about how your unique blend of talents make you the only choice for solving your ideal client's pain points.

CLIENT SUCCESS STORIES/TESTIMONIALS/CASE STUDIES

I mention each of these three terms because many people use them interchangeably. They are actually three very different examples of content. While specific examples may overlap - you should have all three at your disposal.

- **SUCCESS STORIES:** These are customer stories that focus on achievement. What has your ideal client achieved since working with you? Point out specific accomplishments that correlate with your work together.
- **TESTIMONIALS:** These focus more on your credibility as a brand/business. Why did your client like working with you? What trait did they value most about your personality? What would they say about your coaching style, your product, your online course? Let them use their own words to prove your value.
- **CASE STUDY:** This is a "before/after" study on a client that has worked with you. Illustrate the process of working together. How does it improve your client's situation. What was your client's problem before working together? What steps did you take to solve that problem and what is the result?



SOMETHING THAT'S *UNIQUELY* YOU

Always strive to create an emotional connection with your subscribers/visitors. One of the best ways to do this is by being open and honest. Talk about a different side of you that's not portrayed on your "About Me" page. Are you superstitious? Do you have a unique talent? What are some weird facts about you? What's your most embarrassing moment? What's something most people don't know or realize about you? Be creative here.

FAQ'S

Are there common questions in your industry you hear all the time? Or do you hear the same questions from potential clients before they agree to work with you? Publish a frequently asked questions document, or post them on your website. Your ideal clients will stay informed. You'll earn credibility for knowing what they need to better understand. Another win win.

WHAT DO YOU BELIEVE?

One exercise I have my clients complete is solely focused on what they believe. Sit down and write 20-25 things you believe to be true about the world/your life/your brand. Pick out your strongest beliefs to create great content. This content is gold because it attracts like minded people to your brand that you'll love working with.

INSPIRATIONAL

This can be short - maybe use it as a social media share. Give your audience a little pep talk. Let them know they're smart, and that they can do whatever they set out to accomplish. Motivate them by letting them know you believe in them.

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NEWS/UPDATES ABOUT YOUR BRAND

A brand is always evolving. Make sure and share that with your audience! Are you launching a new product/service? Why did you add it? Or are you narrowing your focus to better serve a more specific niche? Have you published a new piece of content your subscribers can't miss? Keep your audience updated so they keep coming back!

INTRODUCTION

This may seem simple - introduce yourself to your audience on your "about" page. Talk about your background and experience...anything that lends to your credibility. My first advice is only write about the background and experience that's actually relevant and important to your ideal client. Secondly, don't stop at your about page. What about a quick video intro that's a couple minutes long e-mailed out in a welcome sequence? Or going live on Facebook to give the "Get to know me" pitch in 30 seconds or less. Different methods resonate with different people so mix it up! This way, you'll have unique ways of connecting with more of your ideal clients.

INFLUENTIAL BOOK/ENTREPRENEUR/PODCAST

What's your favorite? Writing about one of these will show passion towards a specific topic or industry. Provide a summary of the actual content. Then, explain why it's influential in your life. Talk about why your ideal clients should invest their time reading as well. This introduces a valuable resource to your ideal clients while also giving a glimpse into how you spend your time.

TUTORIAL/DEMO

Disclaimer: This works better in some industries vs. others, but it's still a valuable piece of content. Demonstrating how to use your product or service is invaluable to your potential customers. Offering live demos is a great way to "meet" potential clients. Or you can record video tutorials. Use them as a tool that clients can come back to again and again.



HOW-TO/DIY

This is a great alternative to the traditional tutorial or demo. You need to get creative with it! For example, do you have a blog for stay at home moms? Create DIY projects they can do with their children that promote learning. Or you promote healthy living and a simple lifestyle? Make a video of yourself cooking a recipe with only fresh, healthy ingredients.

YOUR FAVORITE THINGS

Channel your inner Oprah here and get creative!

- Day-to-day items you can't live without
- Your favorite things in life - a child's laughter, an impromptu vacation, etc.
- Systems you can't live without
- Favorite tools you use in business
- Are you a technology guru? Write about newsworthy inventions. *"How did you ever live without your new device that tells you when to drink water during the day?!"*

HOW CAN I HELP YOU?

Fact: You want your prospective clients to become paying clients. **Fact:** Your prospective clients know what they want. **Fun Fact:** People like to tell other people their opinions. Use your most powerful source of knowledge, your audience, to find out how you can help them. What problems are they facing? What they want to learn from you? Remember - show appreciation to those that take the time to respond to your question. And reply with advice or added value so they know you care. You'll provide instant credibility and you'll come out with a great list of future content topics.

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SHARE YOUR JOURNEY

Why do you sell what you sell? Why entrepreneurship? Why do you serve the people you serve? Explain to your audience what drives you to succeed and what inspires you to do your best work. Describe your transition from corporate career to running your own business. Once again, it will strengthen your emotional bond with your audience by sharing another piece of what makes you...you!

TEASER CONTENT

This can go *so* many directions!

- Are you launching a new product or service? Create content that shows a problem. Then give hints about your upcoming product that will solve that problem.
- Do you have a new killer long form blog post? Type up a teaser email with excerpts from the blog to drive more traffic.
- Create a valuable resource that lends merit to a new product you are about to launch.

“DIRECTOR’S CUT”

This is a great way to add extra excitement around launching a brand or a new service. Or it can be used during a slow time to highlight your process. Think of it as a “day in the life” of your brand. For this content, you would photograph or otherwise document a progression in your brand. What is it like in the weeks leading up to a launch? Or what goes into making your product? Is it handmade? How you work with the materials? It’s a great way to show a “behind the scenes” glimpse of the person that created the brand they love.

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YOUR HERITAGE

Where did your family come from? Where did your great great great grandparents live? The same place you are today or a completely different county? Do you have any unique personality traits, healing remedies, or recipes passed down from generation to generation? Is there something about your family's past that has shaped your life? My own example comes from my Finnish ancestors - I have what we call sisu. It's grit, it's determination, it's standing my ground. It's what gives me the mental fortitude to keep going, even on the most frustrating days.

NEWSLETTER

A great way to provide value to your followers is giving them something to look forward to. A newsletter is a great way to get valuable information to your clients in a format that they have signed up for and expect to receive. You can use it to share stories about yourself, trends in the industry, topics you care about, topics you know your ideal client would care about, jokes, motivational quotes...you get the idea! Pick topics or themes that are on brand, according to your archetype, and be consistent with when you send it. It builds your value while also showing you are reliable.

CURATE CONTENT

I've been reading more and more about curated content in the last month or so, and I love the concept. This is especially valuable if you are a news buff. Keep track of your favorite articles when reading news/trends in your industry. Share top articles with your audience along with your own summary. This gives your subscribers a neat snapshot of trends in the industry while saving them the time and research. It could even be a great section for your newsletter. ;)

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CREATE A SURVEY

Surveys give your audience permission to tell you how they feel. It could be their feelings towards your services, content, ideas, strengths or weaknesses. It gives them a safe place to provide opinions and it's extremely beneficial for you and your brand. I once asked my following to complete a survey about a new online group course I was about to launch. I was shocked at the results. They completely changed my direction. I was going to build a course on "bringing your brand to the *next* level." Instead, I created a course about launching your brand for the first time. And had major success from the start. Which brings me to my next point...LISTEN to your responses. Take action according to what the majority of your audience wants and you'll reap the benefits.

WRITE ABOUT A PLACE

Here's another topic that you can take in many directions. Yet, remember it's one main goal - help your audience get to know the person behind the brand. Additionally, this suggestion takes creating an image or a scene in someone's mind. It sparks their imagination and transports them to a place you find significant. Here are some directions you could take this:

- Where's your favorite place to work?
- Where's your favorite place to relax?
- Write about a place you call home
- What do you see outside your window right now?
- Write about your office. Do you even have an office?
- Where do you go for inspiration when things get tough?

DISPROVE MISCONCEPTIONS

Do you commonly hear misconceptions about your services? Or your industry? Or about something you deeply care about? Disprove them, but do so with tact. Acknowledge how the misconception started or first talk about how the "myth" was true at one point. Then, share your knowledge and help your audience understand a new way of thinking about the topic.



YOUR FAVORITE QUOTE

Write about a quote that inspires you to do your best work or provides you with guidance on how you live your life. Explain why it resonates with you and why you think your audience would be inspired by the words.

COMMON PITFALLS

Write about common mistakes or pitfalls that your ideal clients encounter. It once again lends to your credibility on understanding your ideal clients. While it also gives you a new avenue to provide value. Write about how to avoid those “common mistakes” to help your clients succeed even before they invest in your services.

YOUR OWN PERSONAL SUCCESS STORY

This is especially a great piece of content to publish when you have affiliates. Do you have an affiliate whose services have direct correlation to your success? Or do you use a specific product daily and can't imagine working without it? Write about it! There's nothing wrong with promoting an affiliate you truly utilize. Just always be upfront with your audience. Share when you're getting any compensation from the affiliate(s) you're gushing over.

NEW WAY OF THINKING

Introduce a new way of thinking to your audience. They have a pain point, problem, pitfall, etc. where you specialize. Help them understand how your unique blend of talents and experience will solve their problem. And be honest. Are there situations where they shouldn't come to you for a solution? Talk about it - it gives you another layer of assurance that you are working with your ideal client. But also, give examples of when they **need** to work with you and why **you** are the one that can solve their problem.



SHARE A DREAM

You can take this literally or metaphorically depending on your personality. You can either share a hope you have for the future or you can share an actual dream you had while sleeping. A hope for the future shows your aspirations. Talk about how you want your brand to develop, who you want to help, or your brand utopia. If every person that needed your service purchased, what would that look like? Leaning towards an actual dream you had nestled under the covers? Relate it to life or what you believe to be true about the world. What do you think the dream meant? Was it a metaphor for some other aspect of your life?

HINDSIGHT IS 20/20

What if you could go back in time? Back to when you first started your business. What would you do different? Network more? Lean more on others for support? Buy a certain system earlier? Hire a coach? Write about what you'd change and what value you would have gotten. You don't have to focus on mistakes here, just on the lessons you've learned. You now have a unique wisdom as an entrepreneur. Share that with the world.

OWN IT

You may never need to write this content, but it's good to mention anyways. Did you make a mistake? Did you promise a newsletter every week and you've been too busy to keep up? Or did you promise a freebie and underdeliver? Own up to your mistakes and make it right. We're all human - mistakes happen. Your audience will appreciate your honesty and note that you take ownership of your actions. But, if you sweep it under the rug and pretend it didn't happen, you will lose credibility.

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SAME SIDE OF THE FENCE

Who or what is a common enemy that you share with your ideal client? What gets you fired about about them or it? Is it constant self-sabotage? Feeling like an imposter? Anxiety, perfectionism? A certain industry practice? Declare your distaste for your shared dislike.

DESCRIBE THE SITUATION

(what you see, smell, hear around you) “I’m sitting at my home desk, bare feet tucked up under me. My sister-in-law Sarah is to my right on the couch, typing out emails on her laptop. As we bounce ideas back and forth, I’m reminded how GRATEFUL I am to be a location-independent entrepreneur.” Connect the visual story back to an idea or theme in your business.

ACKNOWLEDGE THEIR FEARS

Show your ideal clients that you know what is going on in their heads by bringing their fears to the surface. Let them know that it’s OK to be afraid, and share your own ways of dealing with the fear. Or, show them how to use their fear as a motivation to improve their life/business/etc.

CONFIRM THEIR SUSPICIONS

We don’t want to hear that “we have the same hours in a day as Beyonce.” We want to hear that she has a team of stylists, managers, chefs, and assistants that make it all possible. Point out ways that their suspicions (about why they aren’t as successful, rich, happy, etc. as other people) are valid. Expose the “secrets” behind the magical results and lives some people seem to have.

METAPHOR FOR THEIR PROBLEMS

Start with the problem that you solve for people. Brainstorm ideas about other situations that are similar, related, or like the problem that you solve. Use these metaphors to give your ideal clients a new perspective on the way they look at it.



LOOK INTO YOUR CLIENT'S FUTURE

What can people expect when they work with you? What will surprise or delight them? What are some unexpected side effects of your work together? Dig below the surface to forecast what their future could look like if they choose to work with you (or buy from you.)

VALUABLE OBJECTS

Tell a story or make an announcement that highlights how scarce your time, talent, or product is. Booked up for this month? Let people know. Also, show people the opportunity cost of not owning/buying what you offer.

LIVE BY EXAMPLE

Show snippets of your life (or your clients/customers lives) that your ideal clients want or aspire to. Some may call this “lifestyle porn” but you don’t have to rent a penthouse or Ferrari for a day if that’s not authentic. Show your audience what is possible and the things you are grateful for as a result of your brand.

ONLY YOU

Offer something special to a smaller group of your audience (your top advocates, people in your group, etc.). Let them know that they are in the small “in group” that is receiving the extra benefits. Congratulate them for being smart for being there.

FLIP COMMON ADVICE

Find the “true-isms” in your market/industry and find ways to give your audience a new perspective on it. Flip it on its head if you can. Become the most trusted source of information and ideas by offering uncommon advice.



VOTE DOWN CONFLICTING IDEAS

In the online marketing world, I've seen "experts" tell people that their brand "isn't important." (What?!) If you're a travel agent, show people why booking their own travel isn't always the best strategy. Write a piece of content that diminishes their argument. Explain why your product/service is the best choice by showing why the others aren't.

CHINK IN YOUR ARMOR

Be willing to share what you *aren't* good at, so your detractors can't use it against you. It humanizes your brand and creates goodwill. Me? I'm not the best logo designer. I work with a designer on my team for that part of the brand visuals. I focus on the strategy.

WHAT I'M NOT

I'm not a designer. Or a guru. I'm a psychology-driven brand strategist. You are the expert in your brand. I'm the expert in asking you the right questions. By explaining to people what you are not, you occupy a unique place in their mind. It also helps shape expectations about the experience they'll have with your brand.

PREDICTIONS

You are WAY more tuned into your specific industry than the average Joe. Use that knowledge to your benefit by showing them what's new, hot or upcoming in your industry. I see this in web design trends all the time. My clients tastes are about a year behind what the cutting-edge designers are doing. By showing people what is new and exciting, I position myself as a leader of the industry in their minds.

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WHAT TO IGNORE

In every part of our life, we're inundated with choices and options. Be your ideal client's saving grace by helping them figure out what they can ignore. Show them what matters and what isn't worth the time or energy.

TRUE IDENTITY

"I am a _____. But really, I _____." I am a brand strategist. But really, I help people get clear and confident about how they want to show up in the world. My work is more closely related to psychology than aesthetics. Share your "hidden identity" with your ideal clients so they understand your brand on a deeper level.

ORIGIN STORY

How did your brand get started? Why were you called to do the work that you do? Tell the story regularly about your humble beginnings.

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KAYE PUTNAM



**HI, THERE! MY NAME IS KAYE
(LIKE THE LETTER).**

Entrepreneurs hire me to
define their brand strategy.

*But really, I help them see
themselves more clearly.*

Here's what I'm NOT: a designer. The design is just the tip of the iceberg in your brand. It would be a huge disservice to you to only focus there. And I'm definitely NOT a guru. I research, read, hypothesize and test everything psychology-driven branding so you don't have to.

I help entrepreneurs like you build brands that are in demand by uncovering the innate truths that drive you. I'll help you connect with your clients & customers on an emotional, gut level. We'll use a powerful cocktail of intuition, timeless archetypes, and psychology to define your brand's most powerful message.

After working together, you'll feel clear & confident about stepping into your greatest work. Your ideal clients will be attracted to that clarity like a magnet, and will be ready to buy.

