

30 Days of Content

Day 1: Answer a FAQ

'One question we get all the time is...'

CTA: Comment your biggest challenge below.

Day 2: Talk About a Common Mistake

Share something people often get wrong.

CTA: Have you made this mistake before?

Day 3: Share a Customer Journey

Walk your audience through the process from inquiry to completed service.

CTA: Have questions about working with us? Drop them below.

Day 4: Explain a Common Industry Term

Break down a confusing term in simple language.

CTA: What industry term would you like explained next?

Day 5: Bust an Industry Myth

Share a common misconception and the truth behind it.

CTA: What myth have you heard in your industry?

Day 6: Share a Lesson Learned the Hard Way

Talk about a mistake that taught you something valuable.

CTA: What's a lesson you've learned in business?

Day 7: Highlight a Local Business

Feature another local business and why you support them.

CTA: Tag a local business you love.

Day 8: Show What's in Your Work Bag or Desk

Share the items you use every day.

CTA: What's one thing you always keep nearby while working?

Day 9: Create a This or That Post

Give your audience two options to choose from.

CTA: Comment A or B below.

Day 10: Share Your Business Bucket List

List goals you'd like to accomplish in the future.

CTA: What's one goal you're working toward right now?

Day 11: Explain Your Process

Show what happens when someone becomes a customer.

CTA: Want more information? Send me a message.

Day 12: Feature a Favorite Business Tool

Share a tool that saves time or improves results.

CTA: What's your favorite business tool right now?

Day 13: Show Your Workspace

Share where you work and how your space helps you stay productive.

CTA: What's one thing in your workspace you can't live without?

Day 14: Share Your Morning Routine

Show how you prepare for the day.

CTA: What's the first thing you do every morning?

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Day 15: Answer a Question Nobody Asks
Share information customers should know but rarely ask about.

CTA: What question should people ask more often?

Day 16: Share a Customer Compliment
Highlight positive feedback you've received.

CTA: What's the best compliment you've received recently?

Day 17: Create a Fill-in-the-Blank Post
"If I could improve one thing in my business, it would be _____."

CTA: Fill in the blank below.

Day 18: Share a Personal Interest
Let your audience get to know you beyond your business.

CTA: What's a hobby you enjoy outside of work?

Day 19: Show a Work in Progress
Give a sneak peek of an upcoming project.

CTA: Want to see the finished result?

Day 20: Share a Goal You're Working Toward
Talk about your current focus.

CTA: What are you working on this month?

Day 21: Explain What Makes You Different
Share your unique approach.

CTA: What matters most to you when choosing a business to work with?

Day 22: Share a Time-Saving Tip
Offer advice that makes life easier.
CTA: Save this post for later.

Day 23: Discuss an Industry Trend
Share what's changing and what people should know.
CTA: Have you noticed this trend too?

Day 24: Show How You Stay Organized
Share your systems and routines.
CTA: What's your favorite way to stay organized?

Day 25: Recommend a Resource
Share a helpful book, podcast, app, or website.
CTA: Drop your favorite resource below.

Day 26: Share an Unexpected Fact
Reveal something surprising about your business.
CTA: Did you know this already?

Day 27: Share a Phrase You Often Say
Talk about a quote or saying you live by.
CTA: What's a phrase you say all the time?

Day 28: Post a Poll
Ask a question related to your industry.
CTA: Vote in the comments.

Day 29: Share Something You'd Never Do Again
Discuss a past decision and what you learned.
CTA: What's something you've learned not to do?

Day 30: Ask Your Audience for Advice
Invite your followers into the conversation.
CTA: Share your thoughts in the comments.