

50 DAYS OF CONTENT

Posts, Stories, &
Reels Ideas for
Service &
Product Based
Biz Owners





Are you a service or product-based business?
Frustrated with not knowing what to post?
Struggling with content ideas? As a business owner,
the last thing you should be concerned with is your
content and posting schedule. Use these content
ideas and prompts for the next 50 days to ease up
that stress!

You'll know exactly what to post without all the
extra hassle. Keep in mind that these 50 Days of
Content ideas can be used interchangeably and
repurposed for your Stories, Feed, or Reels.

HERE'S WHAT'S INCLUDED:

- 50 Days of Content Ideas (page 2)
- Resource Tool BONUS (page12)



50 DAYS OF CONTENT

1

SHARE A CUSTOMER TESTIMONIAL/REVIEW

2

POST A BEHIND THE SCENES OF YOU WORKING

3

**SHARE A BEFORE & AFTER OF A CLIENT
USING YOUR PRODUCT OR SERVICE**

4

**GIVE 4 TIPS ON HOW TO USE YOUR
PRODUCT OR SERVICE**

5

**SHARE A FUNNY STORY ABOUT BEING IN
BUSINESS**

6

**GIVE 4 TIPS ON HOW NOT TO USE YOUR
PRODUCT**



2



50 DAYS OF CONTENT

7

POST A REEL SHOWING OFF YOUR INVENTORY

8

SHARE AN INSPIRATIONAL QUOTE

9

SHARE 5 REASONS WHY SOMEONE SHOULD USE YOUR PRODUCT OR SERVICE

10

CREATE A FUNNY MEME THAT'S RELATABLE TO YOUR PRODUCT OR SERVICE

11

POST A BEHIND THE SCENES OF YOU PACKING OR SHIPPING ORDERS

12

SHARE A SUCCESS STORY ABOUT YOU BEING IN BUSINESS

3

50 DAYS OF CONTENT

13

POST A THIS OR THAT COMPARING TWO OF YOUR PRODUCTS

14

SHOW A MAP OF ALL THE PLACES YOU'VE SHIPPED TO + OFFER A DISCOUNT FOR STATES THAT AREN'T FILLED IN

15

SHOW YOUR PROGRESS FROM WHERE YOU STARTED TO WHERE YOU ARE NOW (EX. HOW IT STARTED VS HOW IT'S GOING)

16

TELL YOUR BRAND STORY (EX. HOW & WHY YOU GOT STARTED)

17

PROVIDE 6 BENEFITS OF USING YOUR PRODUCT OR SERVICE

50 DAYS OF CONTENT

18

DISCUSS A BUSINESS FAILURE AND HOW YOU OVERCAME IT

19

CREATE 10 QUESTIONS WITH POINTS FOR A "NEVER HAVE I EVER" GAME ABOUT YOUR PRODUCT OR SERVICE THEN HAVE YOUR AUDIENCE COMMENT THEIR SCORE

20

ASK YOUR AUDIENCE A QUESTION RELATABLE TO YOUR PRODUCT OR SERVICE? (EX. DO YOU STRUGGLE WITH...? OR ARE YOU FRUSTRATED WITH...?)

21

POST A REEL SHOWING "HOW TO" DO SOMETHING WITH YOUR PRODUCT OR SERVICE

50 DAYS OF CONTENT

22

POST A REEL SHOWING WHAT NOT TO DO WITH YOUR PRODUCT

23

TELL YOUR AUDIENCE TO “STOP” DOING SOMETHING (EX. CREATE A LISTICLE AND REPEAT STOP USING SO MUCH PRODUCT + EXPLAIN WHY IN YOUR CAPTION)

24

SHARE SOMETHING TRUE ABOUT YOUR BUSINESS

25

SHARE SOMETHING FALSE ABOUT YOUR BUSINESS

26

ASK A CONTROVERSIAL QUESTION AND ASK WHETHER YOUR AUDIENCE AGREES OR DISAGREES

50 DAYS OF CONTENT

27

SHOW HOW YOU'RE THE ANSWER/SOLUTION TO YOUR CUSTOMER'S PROBLEM

28

POST ABOUT AN EXCLUSIVE OFFER AVAILABLE TO YOUR EMAIL OR TEXT SUBSCRIBERS ONLY

29

SHOW WHAT PRODUCT IS BEST FOR A PARTICULAR OCCASION EX) BIRTHDAY, DATE NIGHT, OR HOLIDAYS

30

LIST BENEFITS & FEATURES OF YOUR PRODUCT OR SERVICE

31

SHARE 3 WAYS YOUR PRODUCT OR SERVICES WILL IMPROVE SOMETHING

50 DAYS OF CONTENT

32

SHARE ANOTHER CUSTOMER TESTIMONIAL OR REVIEW

33

SHARE SOMETHING INSPIRING OR FUNNY

34

POST A LIMITED-TIME EXCLUSIVE OFFER (EX OFFER A BUNDLE ON YOUR PRODUCTS OR SERVICES)

35

SHOW REAL PEOPLE USING YOUR PRODUCT OR SERVICE

36

SHOW HOW TO PAIR YOUR PRODUCT WITH SOMETHING (EX HOW TO PAIR YOUR LIP SCRUB W/ YOUR LIP GLOSS)

50 DAYS OF CONTENT

37

**SHARE A POSITIVE AFFIRMATION EX) I
ATTRACT HIGH-QUALITY CLIENTS OR
WELCOMING ABUNDANCE**

38

**HAVE A FLASH SALE EX) POST AN OFFER
THAT LASTS FOR 24 HOURS ONLY**

39

**POST ABOUT YOUR BEST SELLING PRODUCT
OR SERVICE**

40

**POST ABOUT WAYS NEW CLIENTS CAN
WORK WITH YOU (SERVICE BIZ)**

41

**POST 4 TIPS ON HOW CUSTOMERS CAN
SELF CARE WITH YOUR PRODUCT**

50 DAYS OF CONTENT

42

POST A REEL SHOWING THE BEHIND THE SCENES OF YOU CREATING OR POURING YOUR PRODUCTS

43

TURN A TWEET INTO A POST

44

POST A CAROUSEL OF YOUR PRODUCTS & ASK YOUR AUDIENCE TO PICK THEIR FAVORITE

45

POST A STEP-BY-STEP GUIDE ON HOW YOUR CUSTOMER CAN GET THE MOST OUT OF YOUR PRODUCT OR SERVICE

46

POST A REMINDER ASKING YOUR AUDIENCE TO DO SOMETHING

50 DAYS OF CONTENT

47

POST ABOUT CLIENT PERSONALITIES/CHARACTERISTICS THAT YOU LOVE TO WORK WITH (SERVICE BIZ)

48

SHARE NEW PRODUCTS OR SERVICES THAT HAVE BEEN ADDED

49

POST A PRODUCT THAT IS BACK IN STOCK OR ABOUT NEW OPENINGS TO WORK WITH YOU

50

TELL YOUR AUDIENCE TO JOIN YOUR EMAIL OR TEXT LIST

RESOURCE TOOL

Social Media

USE "PLANOLY" TO AUTOMATE AND
SCHEDULE YOUR SOCIAL MEDIA POSTS

Email Marketing

USE "CONVERTKIT" TO SEGMENT,
AUTOMATE EMAILS, SALE FUNNELS,
AND TO COLLECT SUBSCRIBER INFO

Outsource

USE "FIVERR" TO OUTSOURCE TASKS
SUCH AS DESIGNS, VIRTUAL
ASSISTANCE, OR SENDING EMAILS

Scheduling

USE "CALENDLY" TO ALLOW PEOPLE TO
SCHEDULE CONSULTING SESSIONS
WITH YOU

Templates

USE "CANVA" TO CREATE BRANDED
TEMPLATES AND GRAPHICS FOR YOUR
FEED AND STORIES



HOW DID IT GO?



We hope this document was helpful. If you're looking for someone to professionally manage your social media accounts, click the button below, and let's chat.

[LETS CHAT](#)

