

DEENTREPRENEUR

# content made simple



A list of 25 content ideas that can help  
you get started in building your  
audience & increasing sales.

You have a great product and you somehow feel it is good enough to sell itself.

The thing is, no one will know how great your product is until they buy it.

In other words, your great product can't help you to acquire customers, it can only help you retain them and I know how frustrating this can get.

So how can you acquire new customers?

Marketing! Marketing is how you acquire new customers and there is no other way to market on Instagram or any platform without content.

That is why I have put together this list of content ideas that can help you get started with marketing your offers.

Are you ready to Dive in? Let's get started.

P.S. Take a screenshot of an idea that resonates with you in this guide and tag me @deentrepreneur in your IG stories and I may just reshare it! :)



*Emmanuella*

Online Business & Content Coach

# CONTENT TIPS

Just before you get a hold of these content ideas, Here are some tips that will help you get the most out of them.

## **1. Make it RELEVANT to your audience.**

**For Example:** If you choose to share something from your bucket list...

Can you relate it back to your business?

Can you add an open-ended question so it sparks people to engage?

## **2. Talk TO your audience, don't talk AT them.**

This is social media. People are looking for stories and posts that they connect with. If you're not wording posts socially, you close the door for engagement.

### **For Example:**

**DON'T DO THIS:** I read a quote this morning, liked it, and wanted to share it with you.

**DO THIS:** Have you ever read a quote and thought, "Wow, I really needed to hear that?" Well, I found one this morning that was so perfect, I had to pass it on to you. It's a difference in the way you talk with people.

I promise you'll see a difference in how people respond when you word things just a little differently.

### **3. EVERYTHING you post should ALWAYS**

support your weekly, monthly, annual marketing, and business goals.

Don't just "post to post" – post with purpose.

Post to connect.

Post to learn more about your audience.

Post to start a conversation.

Post to generate leads.

Post to drive traffic.

Post to build your business.

The more you do this, the faster you reach your goals.

4. Prepare yourself a content calendar so you can spread these content ideas evenly and make the most of it.

**These Content Ideas can be used on any of the Instagram features (IGTV, FEED, STORY, REEL & GUIDE)**

## **PERSONAL -**

**This type of content helps you connect with your audience and gradually gain their trust, choose your personality and brand voice, and be consistent with it.**

1. Introduce yourself to your audience, share your startup story. ie. This is long overdue, Meet me (Your name), I remember on (day or date that triggered your startup), I was doing (X)...
2. Share a Mistake You Made and How they can Avoid it. (This could be a mistake that led to the birth of one of your products. Your Solution to the mistake could be your product, but this will be taken from a personal point of view)
3. Share Your Favorite Book and Lessons You Learned from it and Ask them What theirs is too.
4. Ask for Recommendations (Book, Movie on Netflix, Apps, Music, Something related to your biz or not).

5. Share 5 things about yourself that most people don't know, and in turn, ask them to share somethings about themselves that people don't know or you could turn it into a challenge and get them to use a unique hashtag (#5THANGSBOUTME)

6. Ask an open-ended question about a struggle your ideal audience may be experiencing. (i.e. What is your biggest struggle when it comes to (Applying or Buying Makeup)).

## EDUCATE -

**This type of content places you as an expert in the hearts of your audience.**

Start by picking out your subject areas/topics (e.g, Makeup, Perfume oils, Handbags, etc.), and then what you teach should be centered around these topics.

6. (Any number) Ways You Can Get More (Specific need) While Spending Less.

7. (Any number) Ridiculous rules about (specific topic).

8. How I improved my (Specific difficult thing) in one day. (or any number of days).

9. (Any number) Ways You Can Combine (Any topic or thing) to achieve (Desired Result).

10. Teach your audience how to use a product you sell to achieve the result they desire.

11. (Any number) shocking things you probably didn't know about (Specific topic or thing).

## INSPIRE -

**This type of content is meant to lift people up. You can mix it up so it's relevant to your niche.**

12. You are never too old to set another goal or to dream a new dream.

13. It's okay if you didn't get it right the first or 5th time, keep trying. I'm here with you.

14. Just know that everything you do is important and it really, really counts.

15. All the late nights and early mornings will pay off.

16. Stop pressing the rewind on yesterday, your past doesn't hold the key. Your Future does.

17. Today you are definitely winning.

18. Success all depends on the second letter.

## OFFERS -

**This type of content focuses on selling your products or services to your audience because I mean, that's why you're on IG right? ;)**

19. Push the benefits of your product/service instead of the features in the easiest language possible. (If he likes let him take you to the pool on your first date, this foundation will not wash off and your mascara would not be running off either :))

20. Address possible objections (reasons why people may not choose to buy your products). (i.e. Why other products you may have bought didn't work for you)

21. Use Testimonials from your happy customers to talk about the specific strengths of your brand. (Do you deliver quickly? Does your brand offer superior product quality or service experience compared with a price? Does your product or package offer a Return On Investments? If yes, how many percent and how soon did it happen? )

22. Show how versatile your product or service is. Is it complementary to another product? Can it be used in 100 ways? Try to show instead of tell, but if you don't have resources to show then tell.

23. Did you make an upgrade to your product? Talk about the difference the upgrade will make in terms of benefits and then sell on that idea.

24. Share a special offer. This can be a 24-hour flash sale, a buy 2 get one half the price offer, a subscription package, etc. This special offer should have a sense of urgency attached to it and a time limit so your audience takes action immediately.

25. Ask people for their concerns or questions surrounding your products. When they ask, you answer these questions via, videos, graphics, or Instagram live, (whichever works for you). Answering these direct questions gives both the asker and others with similar questions more assurance about the issue and further trust your offers.

## WHAT NEXT?

I know you're amazed at how much value is contained in this free guide, well there's more where these came from!

If you want to **get more clients online, increase your sales** and **visibility** whether using organic strategies or paid strategies, I have something that'll help you achieve this!

It's my mini-course called Positioned For Clients!

**Over 100 business owners** just like you have gone through this course and even one of them who had NEVER had any client on Instagram before **got her first 3 clients in one day without paid ads!**

There are SO MANY other testimonials just like this from the Positioned For Clients Mini-course!



Click here to read more testimonials, **get access to the course today for \$22 only,** implement and **watch the clients come in!**

**Always rooting for you!**



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