

30 Days of First Class Content Ideas

for small and medium-sized businesses



Hi There!

Congratulations! You've taken the first step to create an online presence that is stress-free, successful and sustainable.

So long mind breaking writer's block. No more leaving social media at the bottom of the list. These easy, actionable social media prompts will inspire and encourage you to show up more regularly online.

Whether you go all in and use the planner to schedule 30 days of content in a row or pick the prompts that resonate with you most, this handy planner can be reused and adapted for months to come.

Simply write your posts, pick a graphic, pop them in your favourite scheduler (mine's [Social Bee](#)) and you're done. Don't forget to tag me (@compasscopywriting) so I can give your post a little love.

Happy writing!

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But first, hello!

I'm Laura. A copywriter who's serious about creating systems and processes that make content creation easier for your business.

I've been writing content for the best part of 10 years and in that time I've learnt that you don't need to spend hours on the content creation wheel to be successful.

I honed my craft writing a successful travel blog and running a large social media account (@passportcollective), and now I help small business owners, bloggers and content creators do that too.

Happy content creating!



Content Plan

staff profile	share a tip related to your industry	answer a FAQ	share a boomerang or a video	share your brand values	post behind the scenes content
share a customer testimonial	share why you started your business	share a seasonal reminder (i.e. order by x for Xmas)	share a positive customer story	share a promotion you're running	share a quick tip
share a new product / piece of equipment	post pictures of you on the job	share an insight into your daily routine	your favourite business resource	business lesson you've learned	share something that makes you stand out from competitors
time lapse of you completing a job / task	share a product / service you offer	educate customers on a topic in your field	remind customers on how to get in touch	promote the areas you service	announce a new product / service
share a funny work related story	share a quote	ask your followers a question	share fun facts about yourself	share something you enjoy when you're not working	share another local business you frequent
run a poll to get to know your audience	share why you are passionate about your industry	share how you learnt your skill / trade	share a product / service you do very well	fill in the blank statement	share a funny image



Looking for 1:1 support?



Get my brain on your business with a 60 minute content clarity session. We can talk strategy, idea generation, content repurposing or any other burning questions you want to know.

BOOK A SESSION



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