

Ideas for Social Media Posts, Newsletters, Videos, Webinars

There are lots of things you could use to stay in front of your audience and prospective audience. I've included a brainstorm here to help get you thinking of all the possibilities you have to take your topics and knowledge in new directions, with different ways to present your material.

Think about it – we all like consuming our info in a variety of ways, and some people consume in visual chunks, story chunks, worksheet chunks, quick tip chunks... this provides you endless opportunity and ways to present your info across a variety of mediums and platforms.

You can use canva.com/piktochart.com to create visual displays, or even mini ebooks, journals. You can use video, webinars, podcasts... You are only limited by your imagination. And the more you know your audience and what appeals to them the more ideas you'll come up with. When you want to reach a new audience, you can simply repackage / re-present.

Much of your content doesn't have to be one and done either. You can always re-create, and freshen up your content by tying it to current events, adding new research or points, or even showing why it didn't work in a throwback day.

Here are some ideas to get you started:

1. Current problems your clients/customers are having and your perspective, solution, or input. Also can focus on current event type of problems, that may eventually tie into what your audience faces on a smaller scale.
2. Thought provoking questions / I was wondering
3. Personal Experiences / Revelations
4. Thoughts from the Shower
5. Lessons Learned
6. New twists on things
7. My theory is... taking some things going on, and providing your perspective, point of view. Can be the start of a new project, identifying a trend, or something like a humorous slant on a serious topic
8. Going tech free and documenting the challenges & successes, the overall experience
9. Trying a latest fad / product / trend (over a period of time) and documenting what happens
10. Epic fails – a little story, a little humor, a little humility
11. Something funny, ironic, off the wall

12. Cause(s) for some personal disillusion / disappointment / unexpected victory same can be done / overcome with a client or audience
13. What made you stop and think
14. Out of the ordinary / changing things up - sometimes it helps when you have writer's block, are stuck for a solution – to change up your patterns. Go a different way home from work, write with the opposite hand. Smile all day... Pick something relevant to your and/or your audience and discuss the experience.
15. FAQs – do one a day for a certain number of days, make it a once a week or month thing (& change it up. If you always do in an email – do as an image, a mini video, a post, an online chat....). You can use questions from audience, clients, quora, groups on LinkedIn, Yahoo Ask – any number of places)
16. Surveys / Polls – could be things you want to know for creating the next product or service, something a client/audience asked.
17. Thoughts on someone else's survey's polls questions and your take away
18. Conference notes / reviews / wrap sheets
19. Best of
20. Worst of
21. Switch up – be a customer of your product / service - change of perspective for a day, and what you learned, questioned (think: when the doctor becomes the patient)
22. Something you tried / seen: results, thoughts, insight, something that hasn't been thought of
23. In grocery line / bank line / at kid's games / while talking to a friend / babysitting / while phone was dead: capture observations, things to do to maximize the time, what you accomplished, what people said, etc.
24. What you do to distract yourself, how you get distracted, and what helps you gain re-focus.
25. From tv / event / movie and how it ties into a lesson for your audience
26. How to's – always popular and many ways to do.
27. Quick Tip
28. Tools / processes / worksheets you created – an outright share, as an opt in bribe a behind the scenes of what went into it, a comparison of the first draft and final product
29. Resources that you found in odd places, or normal ones, that would be of use to customers, clients, audience
30. Controversy: present the opposing side to something. Make people think.
31. Trends and predictions from your clients / seen elsewhere / in your business or industry.
32. Having a client profile (s) - helps u id what's important in their world so you can share things related to them. Know their hot buttons, pain points, what they've reacted to in the past and re-create some material from another angle.
33. Present / Interview: Client success story

34. Quora for questions / things on your topic or work: present interesting points of view, things to think about, how something from another field might apply to your audience and why
35. Go to amazon reviews for things lacking in books on your industry / gaps, and to get ideas on answering / addressing a gap, questions, or presenting your side of a story
36. Class / meeting / seminar: share the results, call notes, observations and or materials in a 'drip' format (1 point per post)
37. Shout outs to someone who did something good (random acts of kindness), whether that be stores, brands or people. Can also do Call-outs.
38. Best practices, and why you think they are
39. Behind the scenes
40. The making of
41. Who you got to meet / how / what happened
42. An unexpected score/outcome & why it was / how it happened
43. Scrolling thru papers, magazines, reports, chatter, things from experts
44. Asking your followers for their input on the problem of the day, a new product or service, and change to process
45. Showing a new use for your product or service
46. Use of metaphors / analogies to present or explain something.
47. Sharing a lead magnet - info product - long post version in form of ebook
48. Contest for a share, like, follow, sign up or just because you want to do a give away for no other reason than to thank your followers.
49. Ask followers to submit ideas to your facebook / wherever for some crowd sourcing input
50. Random acts kindness by you or others and what happened
51. Input on your partner non profit, what they are up to, if they need help
52. # takeaways from 'xx' report, conference / highlight(s) from
53. Being human. Showing you with a fail, a challenge, or a weakness. And it's ok not to have a solution sometimes. Could be a 'did you ever have one of those days?'

Always helps to ask your audience if they've ever 'xxxxx' ... and foster a continuing conversation to learn more about your audience.

All of these ideas can easily become a series in any format, and you can get really creative with many of them. Works for any business type, speaker, topic, blog.

What can we help you create?

Homework / Things to think about up front, for building your presentation:

1. ID your specific target audience(s). Make sure you have this clear. If you don't have one or not sure who your message best resonates with, create some versions of the above to see what sticks, and then define an audience from that.
2. The more you use these and others to regularly stay in front of your audience, the more you will increase your exposure and opportunities. Identify which ideas you like and when/where you will put it in place.
3. For those you pick – create several versions for the different platforms your audience and clients are on.
4. Create a content Strategy and a content calendar. (see bit.ly/ESBresources for the templates). Track how the ideas work for your audience so you can see what kind of content / topics they like)