A LITTLE CLARITY TO GET STARTED

Ideas for *your content.* Your way.

Start with what you already do.

16 ideas, examples and a simple plan to help you move past the blank screen.

FOR BUSINESSES AND PERSONAL BRANDS

BEFORE YOU PICK AN IDEA

One person.
One purpose.

You don’t need to cover everything. Start with one real question from someone you can help.

01 / Who are you helping?

Replace “everyone” with someone specific: “people who want to start exercising but don’t know how”.

02 / What do you want to make easier?

Pick one purpose: answer a question, show your process or explain how to work with you. One per post.

03 / What can you show today?

A real question, a detail of your work or something you have learned. Your everyday work already contains material.

A structure you can reuse

A specific question + a useful answer + one next step.
Example: “Not sure what to bring to your first session? Bring comfortable clothes, water and your questions. Save this list for the day.”

SHOW HOW YOU WORK

Your process tells a story.

01 Before and after

Show a real change and explain one decision that made it possible.

Example: A corner before and after organising it; same light and framing.

TWO-PHOTO CAROUSEL

02 Three steps in your work

Capture the beginning, one process detail and the result.

Example: How you pack an order, review a website or set a table.

15–30 SECOND REEL

03 The decision people don’t see

Explain why you choose a material, tool or method.

Example: “I use this fabric because it is easy to wash.”

PHOTO + SHORT CAPTION

04 Your final checklist

Share three things you check before handing work over.

Example: A website: links, mobile readability and contact details.

THREE-POINT CAROUSEL

ANSWER REAL QUESTIONS

Their questions are your starting point.

05 Your most common question

Answer the question that keeps appearing in your messages.

Example: “What is included in the first appointment?” Explain your actual offer.

PHOTO OR SHORT VIDEO

06 Which option to choose

Compare two options and explain who each one suits.

Example: Individual or group session: attention, pace and price.

COMPARISON CAROUSEL

07 The first step with you

Explain what happens after someone contacts you.

Example: “You tell me your idea, we agree the scope and I prepare a proposal.”

THREE STORIES

08 A question about price

Explain what your service includes and what is quoted separately.

Example: Use a real example; avoid teaser prices with hidden conditions.

PHOTO + EXPLANATION

SHARE SOMETHING USEFUL

Help before you sell.

09 A mistake and how to avoid it

Choose a common mistake and give one specific fix.

Example: Tiny text on a menu: check it on your phone before posting.

TWO-STEP CAROUSEL

10 Your one-minute tip

Share one improvement someone can make today.

Example: How to write a bio: what you do, who it is for and how to contact you.

DEMONSTRATION REEL

11 Question a misconception

Clarify a misunderstanding in your field with an example.

Example: “Posting daily does not replace explaining your offer clearly.”

PHOTO + EXPLANATION

12 A list worth saving

Make a short list that helps someone decide or prepare.

Example: Three details for a quote: goal, scope and deadline.

CAROUSEL OR SIMPLE GRAPHIC

SHOW YOUR APPROACH

A brand with a person behind it.

13 Why you started

Tell one specific moment, not your whole life story.

Example: “The first time I solved this problem, I knew what I wanted to do.”

YOUR OWN PHOTO + STORY

14 Something you changed

Share a lesson and how you apply it today.

Example: “I used to show only the result. Now I explain the process too.”

SHORT CAROUSEL

15 Your workspace

Show a real space and a detail that means something to you.

Example: Your ideas notebook or how you prepare the shop before opening.

PHOTO OR CLIP WITHOUT SHOWING YOUR FACE

16 Invite a conversation

Ask a simple question about something your audience needs.

Example: “What is harder: finding ideas or writing the first line?”

STORY WITH A POLL

PUT IT INTO PRACTICE

Your next week.

Three posts are a starting point, not an obligation. Set a pace that fits the time you have.

MON	Choose a real question. Write your answer in three sentences.
TUE	Post that answer. End with a simple question.
WED	Film three details of your work. Save the footage.
THU	Share your process in a reel or two photos.
FRI	Reply to comments and note any new questions.
SAT	Share a tip people can save and put into practice.
SUN	Rest. Review questions, saves and relevant enquiries.

Before you press “publish”

- ☐ Is the idea clear in the first sentence?
- ☐ Is the text easy to read on a phone?
- ☐ Are my claims true, and do I have permission to use the photos?
- ☐ Am I asking for one relevant next step?

IF YOU WANT TO GO FURTHER

You have ideas. Now make a plan.

You don’t need to buy anything to get started: pick an idea from this guide and post it. If you want to go further, here are two paths.

FOR SMALL BUSINESSES

Vibiax 30-Day Business Guide

Digital presence, videos, campaigns, conversations, reviews and metrics. A 30-day action plan to work on your business.

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