

BONUS

100 POST IDEAS

**100 VIRAL TIKTOK
CONTENT IDEAS TO
CHOOSE FROM**

01 | SERVICES / PRODUCTS

Allow your clients to get familiar with your products/services, and **sell without “selling”**

- 01 Talk about your product, course or service from the perspective of why you created it.
- 02 Share the benefits of each. What's in it for your clients?
- 03 Tell your audience something they may be doing wrong.
- 04 Share something your audience should never do.
- 05 Share some “Behind the scenes”
- 06 Share some funny moments
- 07 Share how you do what you do (Series)
- 08 Share a tutorial on how they could do it
- 09 Share your most popular services / products / combos
- 10 Share a “Best Of” post (Series)
- 11 Share a photo collection showing the results of your services
- 12 Share any photo of your products, with a story behind it
- 13 Share some statistics about your services / products
- 14 Share an offer / sales / Discount / Season opportunity
- 15 Host a contest and offer a gift / reward
- 16 Share a “Did You Know” post about your product/service
- 17 Use a service/product to solve an every-day problem they have
- 18 Share a powerful moment where you knew you made an impact with your skills / product / service
- 19 Write about a best practice that your audience may not know about.
- 20 Share what the first thing your audience should do if they are looking to hire someone like you
- 21 Compare and contrast the difference between a product or service that you offer, and its cheaper / free counterpart.
- 22 Present your favorite work/portfolio. Just do it in an interesting way. Before/After, Storytelling, Best of, themed/grouped, etc (For designers, photographers, videographers, artists, creatives, etc)
- 23 Share photos of your clients using your product / service
- 24 Debunk myths about your line of services / products (Series)
- 25 Share quotes or funny memes about your business / services / products

02 | CLIENTS

Build trust by helping your clients, before they even become your clients

- 26 Highlight a few of your client's or customers.
- 27 Share the questions you hear most (FAQ) (Series)
- 28 Make a post answering each one of them (Series)
- 29 Talk about common objections you face, and deal with them (series)
- 30 Share a written review
- 31 Share a video testimonial
- 32 Talk about what your clients / customers are facing, moments before they choose to work with you.
- 33 Share a funny moment / story you had with a client
- 34 # mistakes clients do when working with someone like you
- 35 # clients' priorities when searching for someone like you
- 36 Share the framework you use when working with clients. Process and steps
- 37 # things to consider when hiring someone like you
- 38 When is the best time for a client to book/hire someone like you
- 39 Talk about your targeted clients and why you have made the decision to focus on them
- 40 Interview a client (Series)
- 41 Who are the people / brands that usually hire you
- 42 # traps clients should avoid
- 43 Share a client's case study
- 44 Clients' major complaints in your line of work (What do you do about it)
- 45 Clients' expectations when hiring someone like you
- 46 Outline your "client from hell" profile in a respectful way
- 47 Share a clients' survey from your industry
- 48 Create a "virtual" project for a client you don't have and show what would YOU do. (Rebranding for ClubHouse, Tesla etc)
- 49 Make an "instead of... do this" post (Instead of asking that, ask this, Instead of focusing there, focus here, etc)
- 50 Share a failure with a client and how it helped you become better.

03 | BUSINESS / INDUSTRY

Your best opportunity to **out-teach your competition** and establish authority

- 51 Simplify something people tend to overthink.
- 52 Provide a must have list of tools.
- 53 Quick tutorials on your business
- 54 5 apps related to your business / Industry
- 55 Share common misconceptions that people have.
- 56 Create a list of helpful resources. (Series)
- 57 Discuss a trend in your industry that you don't agree with.
- 58 Share an unglamorous side of your business
- 59 Collaborate with someone from your industry
- 60 Host a guest post from someone in you industry
- 61 Talk about the importance of other key players in your industry
- 62 A fun fact about your business
- 63 Your Business + Instagram (How things you know & do, can help them grow their Instagram -other social-)
- 64 Your business 101. Explain all simple concepts (Series)
- 65 Talk about one of your business principals
- 66 Explain some of your business technical terms -Jargon. (Series)
- 67 Bust the myths about your business. (Series)
- 68 Share a current trend you love in your industry
- 69 # Instagram accounts you have to follow (business/industry related)
- 70 # YouTube Channels you should subscribe(business/industry related)
- 71 # Books you should read (business/Industry related)
- 72 Talk about one of your Industry's / Business' pioneers
- 73 Create your Business' 10 Commandments
- 74 Share simple tips that can help people (hobbyists / enthusiasts)
- 75 How your craft / knowledge can help them in real life situations (Summer holidays / Pandemic / Recession / Holidays, etc)

04 | PERSONAL / TEAM

Help your audience **Know you better, and Like you more**

- 76 Thank your audience.
- 77 Talk about a change you made in your business that you recommend your audience make as well.
- 78 Share the moment you knew that this was the path for you.
- 79 Create a list of people / businesses that influence you.
- 80 Share a quote that inspires you.
- 81 Share an “aha” moment of yours
- 82 Present a member of your team / partner / or someone who helps you serve your clients better
- 83 A note to your younger self.
- 84 If you were starting again What would you do differently now?
- 85 Celebrate a milestone (big or small)
- 86 Share an award / achievement
- 87 Share who you are outside of business.
- 88 Share a review/testimonial
- 89 Talk about a book that impacted how you approach things.
- 90 Talk about your logo and what it means to you.
- 91 Share little known facts about you.
- 92 Tell your audience why people buy from you.
- 93 Share what success means to you.
- 94 Talk about a food or beverage that you enjoy. Relate it to something you enjoy when it comes to business as well.
- 95 Talk about a mistake you made.
- 96 Share what you learned from working with clients.
- 97 Share your favorite place to work
- 98 Share your working space
- 99 Share your favorite mobile apps
- 100 Share an event you have attended

PRINT THIS!

WORKSHEET. WRITE YOUR CONTENT PILLARS, 4 TOPICS FOR EACH, AND SOME WORKING TITLES

	BE WIDE AND GENERIC HERE.	TOPIC 1 / WORKING TITLES	TOPIC 2 / WORKING TITLES	TOPIC 3 / WORKING TITLES	TOPIC 4 / WORKING TITLES
CONTENT PILLAR 1 Common Mistakes	TOPIC 1	N			
	TOPIC 2				
	TOPIC 3				
	TOPIC 4				
CONTENT PILLAR 2 Misconceptions	TOPIC 1				
	TOPIC 2				
	TOPIC 3				
	TOPIC 4				
CONTENT PILLAR 3 Personal Brand Story	TOPIC 1				
	TOPIC 2				
	TOPIC 3				
	TOPIC 4				
CONTENT PILLAR 4 Client Results	TOPIC 1				
	TOPIC 2				
	TOPIC 3				
	TOPIC 4				
CONTENT PILLAR 5 Tips And Strategies	TOPIC 1				
	TOPIC 2				
	TOPIC 3				
	TOPIC 4				