



105 POST IDEAS

**Goodbye, Blank Page, ideas
that write themselves**

**Storytelling to Fast-Forward for
the busy entrepreneur**

List of 105 post ideas

01

Brand Story & Core Branding Posts

- 1.Brand Story (video or text)
- 2.Video of your Brand Story
- 3.What you should know about me
- 4.Talk about your WHY
- 5.Why did I start my business
- 6.Your struggle story
- 7.Your company history
- 8.Company culture
- 9.Your company values
- 10.Brand Values
- 11.What makes you different
- 12.Your sources of inspiration
- 13.A "day in the life" of your brand
- 14.Past year review
- 15.Company accomplishments
- 16.Your office set-up / Pictures of your office
- 17.Video brand products / Brand products photos
- 18.Your routine (workout, health, etc.)
- 19.Why do I love what I do
- 20.The Real Reason I Started This Brand

02

Promotional Posts

- 1.New product or service
- 2.Product preview
- 3.Promo video for company/product/service
- 4.Season offers / Special offers
- 5.Black Friday / Discounts from your company
- 6.Vouchers and coupons / Cashback promotions
- 7.Buy one, get one free
- 8.Free resources for the audience / Free sample
- 9.Promo items giveaway
- 10.Subscribe to Beta Test / Newsletter
- 11.Offer an internship for the audience
- 12.Reward your audience / Reward your brand ambassadors
- 13.Announce partnerships or affiliates
- 14.Before vs After Using [Your Product/Service]
- 15.Limited-Time Offer: Here's What You'll Actually Get

03

Informational & Educational Posts

1. Tips & Tricks / Tips for beginners
2. How to... (process, service, etc.)
3. Steps for the service you offer
4. Walk through a process (step-by-step)
5. Tutorials / Explain in images / Summarize something
6. Infographics / Industry research & statistics
7. Did you know facts / Interesting facts / Most people don't know...
8. Tools for your audience / Products you use / Services you use
9. Book recommendations / Podcast recommendations / Movie recommendations
10. Resources to learn more / Tools for staying accountable
11. Trends in your field / Predictions in my field
12. Myth or truth in your field
13. Comparison between products / services / generations
14. Before and After
15. Case studies / Client testimonial / Success stories from audience
16. Round-up of testimonials
17. Answers to FAQ's
18. 5 Mistakes I Made When I First Started [Your Field/Activity]
19. How [Your Product/Service] Actually Works – Step by Step
20. What Most People Don't Know About [Topic in Your Field]

04

Fun & Entertaining Posts

1. Fun Posts / Jokes about your field / Funny expressions / Funny Gifs / Funny Video
2. Meme / Comics / Cartoons / Parody for audience
3. Nostalgic game content / Labyrinth game / Word search game / Crossword Puzzle / Riddles
4. This or that game / Favorite things poll / If you were a character in a movie...
5. Funny challenges for the audience / Fun challenges with the team
6. Funny errors / Funny words explained / Funny test created by you
7. Cute things / Mood board / Dream board / Collage of memory photos
8. Music recommendations / Music to be in the flow
9. Games: Play a live game / Game night / Virtual scavenger hunt
10. Creative use of your product / DIY with your products

05

Community & Engagement Posts

1. Q&A Posts / Ask me anything / Ask me a question / Live Q&A
2. Conduct a survey / Polls / Ask opinions about something / Get feedback on a product or service
3. Questions related to emotions / Series questions to know yourself
4. Fill in the blanks / Describe using emoji / How do you feel with emoji
5. Like if... / Share if... / What do you want to learn?
6. Talk about what did you learn / Find your soul mate activity / Find a mentor activity
7. Challenges for community / Funny challenges / Hackathon for your community
8. Help community / Advice for self-care / How to set boundaries in your field
9. Thank your fans / Thank your customers / Celebrate your achievements
10. Stories from your clients / Feature User Generated Content
11. Get to know me post / Get feedback / Host a debate / Live discussion
12. Interactive sessions / Team up with influencers
13. What's One Thing You're Struggling With Right Now?
14. Tag Someone Who Needs to See This
15. Quick Poll: Which Challenge Are You Facing Most?

06

Celebration & Holiday Posts

1. Celebration Posts / Celebrate Milestones / Celebrate Team members
2. Fun Holidays / National Holidays / International Holidays / Religious events
3. Your company birthday / New Year party / Christmas party / Halloween party / Theme party
4. Good Morning quote / Good Night quote / Motivational Quotes / Inspiration Quotes
5. Secret Santa with your audience / Create your own holiday

07

Behind-the-Scenes & Human Posts

1. A Day from your life / Photos from your life
2. Your team presentation / Teambuilding photos / Celebrate Team members
3. Sneak peek / Work in progress
4. Live video training / Live with team / Live updates from events
5. Your office set-up / Team members introduction / New team members

08

Video & Visual Content

1. Video Posts / Promo video / Live video training
2. Short show for your audience / Viral videos share
3. Documentaries recommendations / Artists recommendations / Influencers recommendations
4. Video CV / Video of your Office / Video brand products
5. Duet video / Create content using AI

09

Other Useful Content Ideas

1. Articles from blog share / Guest post / Blog or forum for audience
2. Events for your audience / Workshops, webinars & events / Open Doors Event / Virtual event
3. Industry news / This day in history / Events from this month
4. Post a job for your company / Promote your partners / Post affiliates
5. Contact information / Your company schedule
6. Series post related to your field / Series questions
7. Re-post old post from you / Re-share your top posts
8. Curate content from others
9. Resources I Personally Use and Recommend
10. Behind the Scenes: How We Made [Recent Product/Post/Event]

Quick Tips

You can mix categories easily. For example:

- Fun + Promo: Funny meme about your product + special offer
- Inspiration + Brand Story: Motivational quote + your struggle story
- Community + Info: Poll + tips for beginners

From a simple idea to a captivating brand.

To use a list of 105 ideas effectively, group them into thematic pillars to keep your content balanced and diverse. Batch-create your posts in one sitting to save time, then repurpose each idea across different formats like videos or carousels to maximize its value.

I'm Andreea Laura Amzu, a brand strategist and designer, and I'm here to help you go from isolated posts to a brand that dominates the market.

Join my community to receive premium resources, expert articles, and practical courses for entrepreneurs who don't have time to waste.

For more information, visit:

www.andreea.design