

# 365 Facebook Post Ideas



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## Facebook Post Ideas

### **1. Soft pitch (*basically this is a subtle “you should buy from me” nudge.*)**

- a. Talk about a new product you're launching
- b. Share something you taught a client
- c. Post a client review
- d. Open up about why you started your business
- e. Share the outline of your program -- and why you love it
- f. Talk about the most fulfilling part of your job
- g. Recap a recent coaching session
- h. Share what you envision for the future of your business
- i. Talk about your favorite product -- and why it matters
- j. Share a result someone got using your services
- k. Share the before and after someone started working with you
- l. Talk about how you solved a common problem for your client
- m. Post about your favorite part of what you do

### **2. How To (*these posts showcase your expertise.*)**

- a. How to know what X products to choose
- b. Share the beginner's guide to what you do
- c. Break down the trickiest part of what you do ]
- d. Overcome common hurdles in your industry

- e. Do the sexiest/most interesting part of your job
- f. How you make your products (*don't go too complex here.*)
- g. Teach on a specific subtopic. (ex: how to attract \$1000)
- h. Do the most important thing in your industry
- i. Hire someone in your industry
- j. How to be a good X (*coaching*) client
- k. Avoid common mistakes in your industry
- l. Find the right people in your industry
- m. Insider tips that most people don't know about your industry

**3. Vulnerable (*these are for everyone, as you feel comfortable doing so.*)**

- a. Tell us about one of your biggest failures and what it taught you.
- b. Share where you see yourself in 5 years.
- c. Something most people don't know about you
- d. A personal challenge you overcame (or are still working on)
- e. What's one of your biggest fears? How do you practice courage in facing it?
- f. Why did you want to offer the products you did? What led you to do so?
- g. Things you secretly think but don't say (*keep these light-hearted.*)
- h. A childhood story that helped you become who you are today
- i. Why you decided to start your business
- j. Tell us about your hero -- and why you admire them
- k. Share something you're working on, as a person
- l. Share an accomplishment you're proud of
- m. Share a positive experience you've had -- and why it stuck with you

**4. Screenshot**

- a. Screenshot of a happy client
- b. Screenshot of DM convo you're having

- c.Screenshot of someone's work you like (give credit)
- d.Screenshot of something you'd like to buy
- e.Screenshot of something you've been thinking about recently
- f.Screenshot of a quote you like
- g.Screenshot of someone you're following online
- h.Screenshot of a result you help someone create
- i.Screenshot of a FB post you love
- j.Screenshot of something you disagree with
- k.Screenshot of something funny
- l.Screenshot of something that means a lot to you
- m.Screenshot of something you're listening to (*ex: song/podcast*)

## **5.Fun**

- a.Your favorite part of your job
- b.You and your clients vibing/hanging out online
- c.Your weekend plans
- d.Ask your audience to vote on your polls (*keep them lighthearted*)
- e.A movie you're watching
- f.Ask people to share a fun fact about them
- g.A fun business project you're working on
- h.A book you're reading
- i.What you do to relax
- j.Your most-interesting hobby
- k.A meme (*bonus points if it relates to your industry*)
- l.Ask people to post a GIF as it relates to what you do
- m.Share 10 fun/random facts about you

## **6.What's Working Now**

- a. Things people are rocking in your industry
- b. Positive trends you're seeing these days
- c. Something you do that has a feel-good result
- d. Insider tips for your industry
- e. Little hacks most people don't know
- f. Something your clients are currently crushing
- g. Something YOU are currently crushing
- h. What's got you (or your customers) feeling super good
- i. Something you are aligned with (*ex: a new strategy*)
- j. A little thing you do that makes a big difference
- k. A surprising thing you do that works really well
- l. Something that didn't work for you but does now
- m. 2021 trends for your industry

## **7.Value**

- a. Your best tips that will help you customers/clients
- b. Make a post doing a (loving) kick in the pants call out to your ideal clients
- c. A really insightful breakdown of something important for your clients
- d. A detailed tutorial teaching something your ideal clients frequently struggle with
- e. Share your best/top tips on a popular subject in your industry
- f. Do a free coaching/ask me anything thread
- g. Teach on your favorite subtopic in your industry
- h. Offer some encouragement on something your ideal clients need to hear
- i. Share an opinion that you have that's different than most (and explain why)
- j. Teach your ideal clients how to be better customers/clients
- k. Post an answer to a commonly asked question
- l. Make a massive "list of free resources" post

m.Do a product review

## **8.Inspirational**

a.Share a cause that's really important to you

b.Share a time you were afraid (but took action anyways)

c.Share one of your mottos/mantras (and why you picked it)

d.Share a lesson you learned

e.Share something you achieved that most people don't know about

f.Share someone who inspires you (and WHY)

g.Share a story about yourself that lets us in (*vulnerable*)

h.Share some lies you've told yourself about why you can't be successful (and how you're busting those lies)

i.Share a time someone told you your dream wasn't gonna happen for you (and how you handled it)

j.Share your dreams for your life

k.Share a time you changed one of your beliefs

l.Share something you're really proud of

m.Share a mistake you made (and what you learned from it)

## **9.FAQs**

a.Answer FAQs about YOU

b.Answer FAQs about working with you

c.Answer FAQs about your industry

d.Answer FAQs about your products

e.Answer FAQs about common myths you hear

f.Answer FAQs about your offer

g.Answer FAQs about something your ideal clients get stuck on

h.Answer FAQs about what you do best

- i. Answer FAQs about your business
- j. Answer FAQs your process
- k. Answer FAQs about your ideal clients investing in themselves
- l. Answer FAQs about your business beginnings
- m. Answer FAQs about limiting beliefs (*as they relate to what you do*)

## **10. Engagement**

- a. Have your audience post a GIF that describes their day/mood/thoughts/etc.
- b. Ask your audience a question everyone can answer (*for example: "What's your favorite color?"*).
- c. Ask your audience to vote on this or that. (*Product colors, logos, etc*).
- d. Ask your audience to share something they're proud of achieving.
- e. Ask your audience for product/book/podcast recommendations.
- f. Ask your audience to share three words that best describe themselves.
- g. Ask your audience to help you pick between different brand photos of you
- h. Ask your audience to give you feedback on different ideas (*works really well as you launch your products*)
- i. Ask your audience to introduce themselves to you as a comment
- j. Ask your audience to share a picture of themselves (selfie, mug, etc)
- k. Ask your audience to share their goals for the year (*or their health, or business, etc*)
- l. Ask your audience to share a fun fact about themselves
- m. Ask your audience to describe YOU using only GIFS

## **11. Personal (use these questions to help you share about yourself)**

- a. What in your life story makes you special, unique or impressive?
- b. What are your career goals?

- c. Do you believe that things happen for a reason, or do they just happen randomly? Why do you think this?
- d. Do you have the same religious beliefs that you had as a child? If so, why? If not, how and why did they change?
- e. What superstitions do you believe in or follow? Do you do certain things to avoid bad luck, or make wishes in certain ways?
- f. Do you fit your astrological sign? Why or why not?
- g. Do you think people make snap judgments about you based on your appearance? Are they accurate or not?
- h. If you were a billionaire, what gifts would you give to your immediate family?
- i. Describe someone who bullied you as a child. Why do you think they did it?
- j. Do you believe that you have a lot of control over your destiny or future? Why or why not?
- k. Write about a tattoo you have and its significance, a tattoo you would like to get... or why you would never, ever get a tattoo.
- l. What's something you wanted badly as a child? Did you get it? If so, was it everything you hoped? If not, did it matter?
- m. Describe one of your earliest childhood memories.

## **12. Common Mistakes *(take these ideas and apply it to YOUR industry)***

- a. Common mistakes beginners make
- b. Common mistakes experts make
- c. Common mistakes overwhelmed ideal clients make
- d. Common mistakes customers make
- e. Common mistakes creatives make
- f. Common mistakes most people don't know they are making
- g. Common mistakes clients make *(good for coaches)*



- h.Common mistakes that can arise as a result of bad expectations
- i.Common mistakes that affect your ideal clients success/happiness
- j.Common mindset mistakes (*as it relates to your industry*)
- k.Common mistakes that are easily avoided
- l.Common mistakes buyers make
- m.Common mistakes your competitors are making (*positions you as the expert*)

### **13.Educational**

- a.Write a book review — it could be a book you’ve read for fun or learning.
- b.Share something that you learned recently (and surprised you!)
- c.Write about a 5-min hack that changed your life/business/mindset
- d.Try something new, then write about it
- e.Interview someone who knows more than you do about your industry
- f.Create an in-depth guide
- g.Do a “top ten” list
- h.Disprove a theory or myth
- i.Invite questions, post your answers
- j.Write about the biggest difference you made in a client's life
- k.Showcase interesting and useful people to follow
- l.Write about common misconceptions in your niche
- m.Describe your worst mistakes and what you learned from them

### **14.Quotes**

- a.Share a quote from someone you love
- b.Share a quote that inspires you to keep going
- c.Share a quote that most people don't know
- d.Share a quote that changed the way you you think about something
- e.Share a quote that is a personal favorite

- f.Share a quote that challenges you to be better
- g.Share a quote that you DON'T like
- h.Share a quote that represents something you stand for
- i.Share a quote that makes you happy
- j.Share a quote that basically sums up what you do
- k.Share a quote that is unforgettable
- l.Share a quote that has meant something to you for a long time
- m.Share a quote that inspires you

### **15.What You Stand For**

- a.Make a post sharing what you believe and why
- b.Make a post bringing awareness to something most people don't know about
- c.Make a post sharing what are you willing to give it all up for
- d.Make a post sharing where/what gives you your courage?
- e.Make a post sharing something you wish was different
- f.Make a post sharing something you'd like to change about your industry
- g.Make a post sharing a story on how you changed your mind on something
- h.Make a post sharing something you learned that changed the way you do things
- i.Make a post pointing people to resources you think they should have
- j.Make a post teaching people about something you think they should know
- k.Make a post sharing more about your values -- and why they are important
- l.Make a post sharing a quote from someone that influences you daily
- m.Make a post sharing something you feel needs to change in our society

### **16.Solve a Problem**

- a.If you could wave a magic wand and change one thing for your audience — what would it be and why?

- b. When it comes to your area of expertise, what specific mistakes are you constantly educating people about?
- c. What false beliefs keep people from working with a business like yours?
- d. What three books do you wish every one of your customers would read and why?
- e. What expensive or heartbreaking mistakes do people often make when working with someone like you?
- f. What are signs that someone is getting a good deal, product, or service in your area of expertise?
- g. What are signs that someone is getting a bad deal, product, or service in your area of expertise?
- h. How might someone save money, time, or effort by working with a business like yours?
- i. Open up about something you struggled with in your industry and share how you overcame it/solved it.
- j. Write a checklist your audience could use to produce an outcome they really want.
- k. What are the top five hurdles people experience around your topic, product or service area, and what are the best ways to overcome them?
- l. What's something most people you help don't know how to fix?
- m. Write about something that you were easily able to fix (teach how you did it)

## **17.Explain Your Industry**

- a. What's the most common misconception about your industry?
- b. What breaks your heart about what you do?
- c. What lights you up about what you do?
- d. What's your industry's biggest controversy right now? Share your opinion.

- e. Who's your mentor? What lessons did he/she/they teach you?
- f. What industry terms tend to confuse people, and how can you explain them in a way that's really easy to understand?
- g. Write a myth vs. fact post about your profession.
- h. What's the weirdest thing anyone's said or asked about your business?
- i. Is there anything you thought you could never achieve in your career or business... but you did?
- j. What's the most important piece of advice you've received about your career or business?
- k. What's one positive thing someone said to you that changed your mind about something?
- l. What's the best customer service experience you've had and what did you learn?
- m. What questions do you wish your customers would ask you?

### **18. Reveal Your Secrets**

- a. What's a struggle you're having right now that your audience could relate to?
- b. What do you wish you knew 10 years ago that you know now?
- c. What moment in your life changed everything? [or, fill in the blank. Everything changed when \_\_\_\_\_.]
- d. What time in your life makes you wonder, "What was I thinking?"
- e. What's the hardest decision you've ever made?
- f. Write about a time you faked something.
- g. What's the best investment you've ever made?
- h. What's the worst investment you've ever made?
- i. What's the most difficult conversation you've ever had?
- j. Write about a time when you should've said "no" but didn't.
- k. Write about a time when you should've said "yes" but didn't.

l.What's the most expensive lesson you've ever learned?

m.What would you go back and tell your younger self?

**19.Trending (in your industry)**

a.What are three major changes you've noticed in your industry this year and why is that important for your audience?

b.What current trend makes no sense to you?

c.What predictions do you have for where your field or industry is going?

d.Who do you look up to in your industry and why?

e.Write about a shift you are noticing in your industry.

f.Write about something most people in your industry do (that you don't!)

g.Share something in your industry you'd like to see changed.

h.Share something in your industry you miss.

i.Make a post sharing your dreams for your industry. What would you hope to see in 5 years?

j.Write about something really innovative in your industry?

k.Share some interesting insider factoids about your industry that are currently happening.

l. What current trend do you hope will go on for a long time?

m.What trend are you tired of?

**20.Market Research Questions (learn more about your ideal clients & what *THEY* need)**

a.Where do you spend your free time?

b.What are your biggest challenges?

c.What is most important to you?

d.How much did you spend to X? (ex: build a website)

e.What's the hardest part about \_\_\_\_\_?

f.If you could change something about \_\_\_\_\_, what would you change?

g.What's your favorite part of \_\_\_\_\_?

h.What is your biggest fear around \_\_\_\_\_?

i.How much are you willing to pay for this product?

j.Would you be willing to pay in installments for this service?

k.What have you thought about doing to solve \_\_\_\_\_?

l.What have you already tried?

m.How well did \_\_\_\_\_ solve your problem?

**21.Fun Facts About You (*let's be creative with these! These are for fun :)*)**

a.Share your proudest atypical accomplishment \_\_\_\_\_

b.Share your most prized collection.

c.Share your biggest (non-serious fear).

d.Share the first job you wanted when you were a little kid.

e.Share your high-school superlative.

f.Share your go-to comfort-binge TV show.

g.Share something you were embarrassingly late to realize.

h.Share your celebrity crush.

i.Share your best celebrity sighting.

j.Share how many tattoos/piercings you have.

k.Share What your last meal on Earth would be.

l.Share the trip you most want to take, but haven't yet.

m.Share an embarrassing piece of trivia from your Spotify or other music-streaming account.

**22.Behind-the-scenes**

a. Share a detailed behind-the-scenes about your typical day.

b.Share how you make a product you sell

- c.Share something most people don't think you do
- d.Share you and your team on a call together (*with permission!*)
- e.Share you and a client on a call together (*with permission!*)
- f.Share the progress you are making on a project
- g.Share bloopers and other funny content that has a "insider" feel
- h.Do a "day-in-my-life" walk-through, as it relates to your industry
- i.Share some personal stuff, things most people wouldn't know
- j.Open up about a struggle/challenge you're going through
- k.Walk someone through how you do something you do (task, etc)
- l.Share how much it costs to make something you sell
- m.Share some of the tools you need to use to make what you make

### **23.Product Post Ideas "In Use"**

- a.Share a picture of someone using your products
- b.Share a screenshot of a convo of you and a happy customer
- c.Take a "in its element" product shot
- d.Share a picture of you boxing up your product
- e.Use an interesting background to make your product pop
- f.Shoot a photo of your product from a unique angle
- g.Try some macro shots of the product up close
- h.Take a picture of you holding your product
- i.Ask a customer to take a picture of them wearing/using your product
- j.Create a scene with your product as the focal point
- k.Show all the product variations (*colors, etc*)
- l.Use props to help create different textures & visual interest
- m.Use a reflected surface of the product (*like earrings on a mirror, for example*)

### **24.Top Tips**

- a. Write about your top tips to get started in your industry
- b. Share top tips to make the most of out of your products/services/coaching
- c. Make a post sharing your top tips to get back on the \_\_\_\_\_ bandwagon
- d. Open up and share your top tips to get you through a rough time
- e. Write about your top tips to become a pro
- f. Make a post sharing your top tips to create happy customers in your industry
- g. Ask your industry leaders for their top tips to be successful -- and share them!
- h. Ask your fellow colleagues for THEIR top tips -- and share those, too!
- i. Share your top tips to do your job well
- j. Open up and share your top tips for mindset, as it relates to what you do
- k. Share your top tips for overcoming common obstacles in your industry
- l. Make a post sharing your top tips on your favorite subtopic in your industry
- m. Share your top tips needed for success in your industry

## **25. Photo ideas**

- a. Share a picture of a quote that means something to you
- b. Share a sneak peek of something you are working on
- c. Share a picture of a book you are reading
- d. Do a mirror shot of an outfit you love
- e. Share a picture you doing something that makes you happy
- f. Share a picture of your WHY
- g. Share a picture of the person who inspired you to start your business
- h. Share a page from your journal, if you do journal
- i. Share a picture of your morning routine
- j. Share a picture of someone you love
- k. Share a picture of your hero
- l. Share a picture of your self-care routine



m. Share a picture of you in your element, doing what you love

## **26. Video ideas**

a. Share a timelapse of you working for an hour

b. Share a timelapse of you boxing up orders to mail

c. Share a timelapse of you on a coaching call

d. Film a customer testimonial

e. Walkthrough a how-to

f. Share the making of your product

g. Demonstrate unique product uses (or how not to use your product)

h. Conduct an interview

i. Draw on a whiteboard/chalkboard

j. Introduce your employees

k. Share your opinion on a popular topic

l. Rattle off a quick list of something relevant to your industry

m. Thank your audience for something you're grateful to them for

## **27. Sneak Peek**

a. Tease a strategy you just taught someone (*creates FOMO*)

b. Show a quick clip of a coaching call

c. Let people download a chapter/1 video/1 lesson of your course/program

d. Show a picture but with some interesting details covered up

e. Countdown the days till your cart opens up (*perfect for launches!*)

f. Tease a new product you're launching

g. Show a little preview of something you're creating

h. Tease a new piece of content you're creating

i. Show a close-up of a product you're currently promoting

j. Tease a result you just helped a client get

- k.Share a picture of just 1 page of a worksheet you just created
- l.Share a 10-second clip of a video training you just produced
- m.Share a post talking about something you're launching (*but they can't buy yet, creates hype!*)

## **28.Feel-Good**

- a.Share something you're really really excited about
- b.Shout out a small business or company that is making a positive impact
- c.Make a post sharing something amazing that happened in your industry
- d.Share a social win you helped achieve
- e.Share a positive news story, bonus points if it relates to your industry
- f.Open up about a win that you're proud of
- g.Make a list of 100 things you're grateful for -- and share.
- h.Share a client win
- i.Share a quote that inspires you daily
- j.Share a business win
- k.Share a story of a time you paid it forward
- l.Share a story a time someone helped you -- and how it positively impacted you
- m.Make a post shouting out a colleague you admire -- collaboration feels good