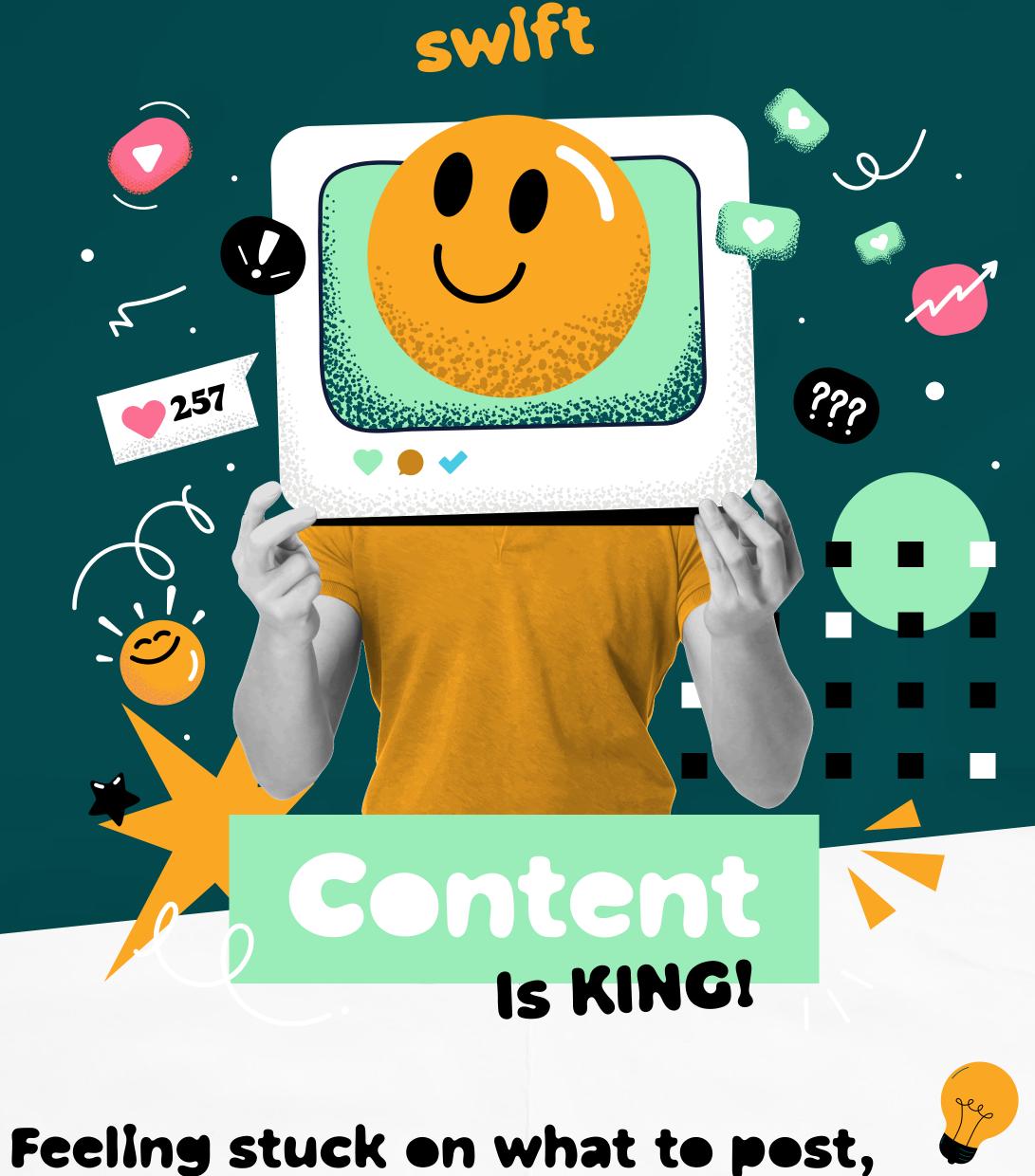
# 52 Week

## Content Cheat Sheet



#### write, or share? Don't sweat it! Here are 52 prompts crafted to help you showcase your business across social media, emails, blogs, and more. Each prompt serves as a starting point, allowing you to personalise it with details about your business,

setting the tone and voice that best represents your brand. General Business Topics 1. "Our Story": How our business started and what motivates us. 2. Why we're passionate about [industry/sector].

#### 3. Behind-the-scenes at [business name]. 4. Our biggest lessons learned as a small business.

- Products/Services
- 5. The story behind our latest product/service launch.

6. Top 5 ways to use [product/service] effectively.

9. Customer success stories: How [customer] achieved results with us.

8. What makes our product/service eco-friendly/sustainable?

Industry Insight

How our product/service solves [specific customer problem].

10. The latest trends in [industry]. 11. A beginner's guide to [topic].

18. Tips for making the most of the holiday season with [product/service].

- 13. What does the future hold for [industry]? 14. How technology is changing the way we work in [industry].

Seasonal and Timely Content

15. How to prepare for [season/event] with [business name/product/service].

12. Myths about [industry/product/service], debunked.

19. What [seasonal trend] means for [your industry].

16. New Year resolutions for your [industry/niche] goals.

17. Spring cleaning your [business/brand/workflow].

## Tips and Advice

Social Proof and Testimonials

22. A checklist for [event/planning something]. 23. How to get started with [task/product/service].

20. Five essential tips for [task or problem your audience faces].

how to avoid them.

25. Why our customers love [product/service].

21. The dos and don'ts of [industry-specific activity].

- 26. [Customer Name]: A case study in success. 27. Your feedback matters: How we're improving thanks to you. 28. Celebrating [number] positive reviews on [platform].
- **Promotions and Offers** 30. Introducing our limited-time [sale/new product/service]. 31. The ultimate giveaway: Win [product/service/experience].

32. [Product/service] bundle offers you can't miss.

37. The ethical practices we follow in [industry].

29. A look at the communities we serve and support.

### 33. Why it's the perfect time to invest in [product/service]. 34. Subscriber-exclusive: Early access to [product/service/promotion].

Engagement and Interaction

Celebratory and Milestone Content

49. A day in the life at [business name].

The Team

Thought Leadership 35. How we're giving back to our community. 36. Why supporting small businesses matters more than ever.

38. Lessons in leadership: [Owner/founder's] reflections on running an

40. What's your biggest challenge with [industry/problem]? Share with us!

- SME. 39. How we're building a greener future.
- 42. Vote now: Help us choose the next [product/feature/event]. 43. How do you use [product/service]? Share your stories! 44. Spotlight on our customers: Share your photos and be featured!

41. Tell us: What would you like to see next from [business name]?

46. Thank you to our [customers/team/community] for [milestone/success].

48. Behind-the-scenes of planning our [milestone event/launch].

47. Launching [new service/product]: Here's what's in store.

50. A curated list of [books/podcasts/resources] our team loves. 51. What inspires us to keep innovating in [industry]. 52. Meet the team: Spotlight on [employee's name/role].

and create a connection with your audience, whether through

Where to next?

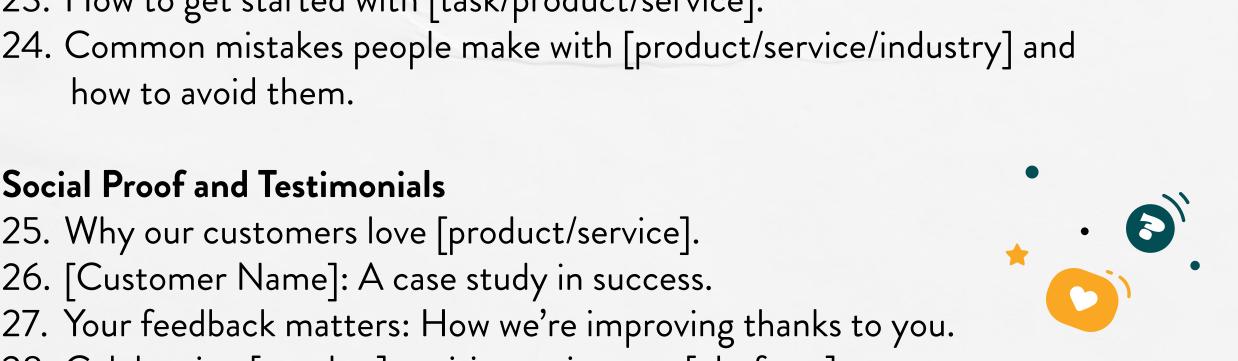


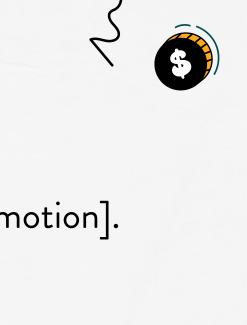
Get in touch if you or your business

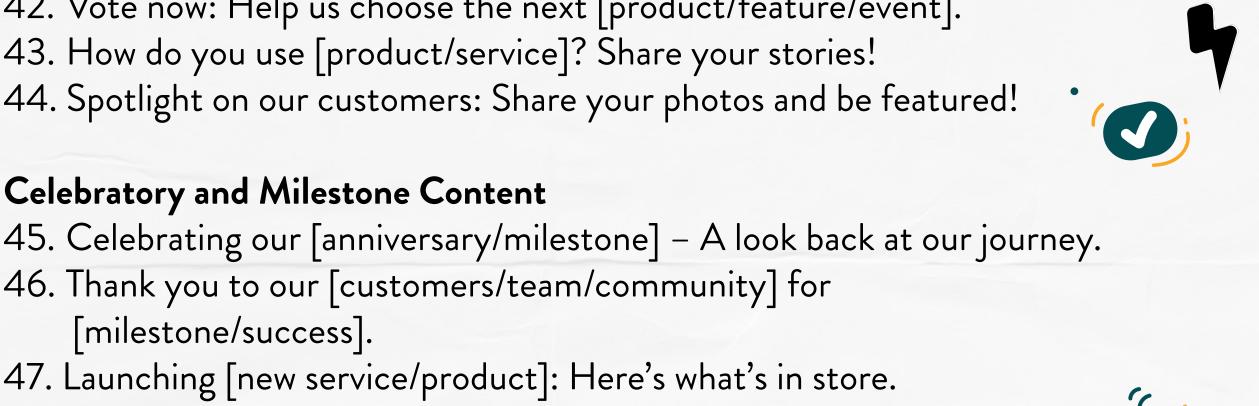
need support with any of the below.

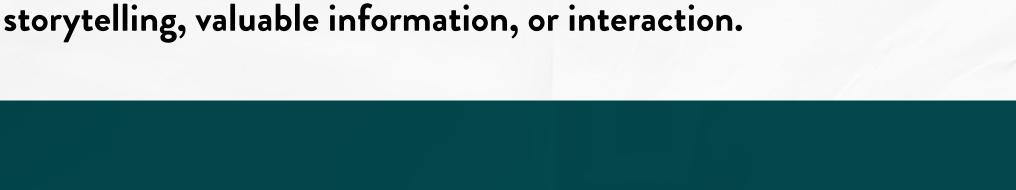
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Email Marketing | Graphic Design | Photography, Videography & Drone | PR SEO & SEM | Social Media Management | Website Design & Development SWIFT









These prompts are designed to drive engagement, demonstrate expertise,



