

# 52 week Content Cheat Sheet



## Content Is KING!

### Feeling stuck on what to post, 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.
7. How our product/service solves [specific customer problem].
8. What makes our product/service eco-friendly/sustainable?
9. Customer success stories: How [customer] achieved results with us.

#### Industry Insight

10. The latest trends in [industry].
11. A beginner's guide to [topic].
12. Myths about [industry/product/service], debunked.
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].
16. New Year resolutions for your [industry/niche] goals.
17. Spring cleaning your [business/brand/workflow].
18. Tips for making the most of the holiday season with [product/service].
19. What [seasonal trend] means for [your industry].

#### Tips and Advice

20. Five essential tips for [task or problem your audience faces].
21. The dos and don'ts of [industry-specific activity].
22. A checklist for [event/planning something].
23. How to get started with [task/product/service].
24. Common mistakes people make with [product/service/industry] and how to avoid them.

#### Social Proof and Testimonials

25. Why our customers love [product/service].
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].
29. A look at the communities we serve and support.

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

#### Thought Leadership

35. How we're giving back to our community.
36. Why supporting small businesses matters more than ever.
37. The ethical practices we follow in [industry].
38. Lessons in leadership: [Owner/founder's] reflections on running an SME.
39. How we're building a greener future.

#### Engagement and Interaction

40. What's your biggest challenge with [industry/problem]? Share with us!
41. Tell us: What would you like to see next from [business name]?
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!

#### Celebratory and Milestone Content

45. Celebrating our [anniversary/milestone] – A look back at our journey.
46. Thank you to our [customers/team/community] for [milestone/success].
47. Launching [new service/product]: Here's what's in store.
48. Behind-the-scenes of planning our [milestone event/launch].
49. A day in the life at [business name].

#### The Team

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].

**These prompts are designed to drive engagement, demonstrate expertise, and create a connection with your audience, whether through storytelling, valuable information, or interaction.**

## Where to next?

### CONTACT US ON:

 [www.swift-cheshire.com](http://www.swift-cheshire.com)

 [hello@swift-cheshire.com](mailto:hello@swift-cheshire.com)

 [swift.cheshire](https://www.instagram.com/swift.cheshire)

 [Swift](https://www.linkedin.com/company/swift)

 [swift cheshire](https://www.facebook.com/swiftcheshire)

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Get in touch if you or your business need support with any of the below.

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

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