

■ 30 DAYS OF CONTENT

Business Bytes & Brews • Your no-overthinking content challenge

The goal: Take 15–30 minutes each day to create something. Don't overthink it. Your phone is enough!

CONTENT FORMULA: ■ Educate • ■ Promote • ■ Connect • ■ Show • ■ Engage • ♥■ Build Trust

DAY 1 ■ Introduce Yourself — Tell people who you are, what you do, and why you started. My idea: _____ ■ Posted	DAY 16 ■ Don't Make This Mistake — Share a common mistake customers make and how to avoid it. My idea: _____ ■ Posted
DAY 2 ■ Behind the Scenes — Show what a normal day looks like in your business. My idea: _____ ■ Posted	DAY 17 ■■ Product/Service Spotlight — Pick ONE thing you offer and explain why someone needs it. My idea: _____ ■ Posted
DAY 3 ■ Answer a FAQ — What question do customers ask you ALL the time? My idea: _____ ■ Posted	DAY 18 ■ Talk to the Camera — No fancy editing. Just you, your phone, and one helpful thought. My idea: _____ ■ Posted
DAY 4 ■ Meet the Team — Introduce an employee, coworker, or even yourself! My idea: _____ ■ Posted	DAY 19 ■■ Throwback — Show where your business started vs. where you are now. My idea: _____ ■ Posted
DAY 5 ■ Quick Tip — Teach your audience something useful related to your industry. My idea: _____ ■ Posted	DAY 20 ■ The Value Behind the Price — Explain what goes into your product/service. My idea: _____ ■ Posted
DAY 6 ♥■ Why You Do It — Share the story behind your business. My idea: _____ ■ Posted	DAY 21 ■ A Day in the Life — Follow yourself through a task, project, appointment, or event. My idea: _____ ■ Posted
DAY 7 ■ Customer Love — Share a review, testimonial, or kind customer comment. My idea: _____ ■ Posted	DAY 22 ■ Your Favorite Tool — What app, product, equipment, or resource makes your job easier? My idea: _____ ■ Posted
DAY 8 ■ Show Your Process — How does your product/service go from idea → finished product? My idea: _____ ■ Posted	DAY 23 ♥■ Customer Story — Tell the story of a memorable customer, project, or experience. My idea: _____ ■ Posted
DAY 9 ■ Myth vs. Fact — Bust a common misconception about your industry. My idea: _____ ■ Posted	DAY 24 ■ Trending Topic — Put your own business/industry spin on something currently trending. My idea: _____ ■ Posted
DAY 10 ■ What's New? — New product, service, employee, equipment, location, etc. My idea: _____ ■ Posted	DAY 25 ■ This or That? — Give your audience two options and let them vote. My idea: _____ ■ Posted
DAY 11 ■ Make Them Laugh — Share a relatable meme, joke, or "what people think I do vs. what I actually do." My idea: _____ ■ Posted	DAY 26 ■ Local Love — Shout out another local business, organization, or community event. My idea: _____ ■ Posted
DAY 12 ■ Your Favorite — What's your favorite product, service, tool, or thing you offer? Why? My idea: _____ ■ Posted	DAY 27 ■ Celebrate Something — An anniversary, milestone, small win, big win, or even surviving Monday. My idea: _____ ■ Posted
DAY 13 ■ Photo Dump — Share 3–5 photos from your week with a simple caption. My idea: _____ ■ Posted	DAY 28 ■■■ Teach Me Something — Create a mini tutorial, how-to, demo, or educational carousel. My idea: _____ ■ Posted
DAY 14 ■ Ask a Question — Give your audience something EASY to answer in the comments. My idea: _____ ■ Posted	DAY 29 ■ Make the Ask — Tell people exactly what you want them to do: book, buy, visit, call, share, etc. My idea: _____ ■ Posted
DAY 15 ■ Who Is This For? — Describe your ideal customer and how you help them. My idea: _____ ■ Posted	DAY 30 ■ Your Best Content — Recreate, remix, or repost something that performed well. My idea: _____ ■ Posted

"You don't need 30 new ideas. You need 30 opportunities to remind people that your business exists."

TURN ONE IDEA INTO FIVE PIECES OF CONTENT

Stop trying to invent something brand new every day. One good idea can become an entire week of content.

Pick ONE idea from your 30-day challenge:

My topic: _____

■ 1. REEL / SHORT VIDEO	Show it. Demonstrate it. Explain it. Talk to the camera. Capture the process.	My spin: _____ _____
■ 2. STORIES	Break the idea into 2–4 quick story slides. Add a poll, question, slider, or link.	My spin: _____ _____
■ 3. PHOTO / CAROUSEL	Turn the same idea into a photo post, before-and-after, checklist, tips, or mini graphic.	My spin: _____ _____
📧 ■ 4. EMAIL	Expand the idea into a helpful email. Give your audience the information they need and one next step.	My spin: _____ _____
■ 5. GOOGLE BUSINESS PROFILE	Turn it into a short update, offer, event reminder, product/service spotlight, or helpful tip.	My spin: _____ _____

WHEN YOU'RE STUCK, ASK YOURSELF:

■ TEACH	What can I teach someone? Give a tip or answer a question.	■
■ SHOW	What can I show people? Take them behind the scenes.	■
♥ ■ SHARE	What story or personal experience can I share?	■
■ ASK	What can I ask that will start a conversation?	■
■ CELEBRATE	What win, milestone, customer, employee, or moment can I celebrate?	■
■ SELL	What do I offer—and have I actually told people how to get it?	■

YOUR CONTENT BRAIN DUMP

Write down anything you could turn into content—questions customers ask, funny things that happen, products you love, projects you're working on, lessons you've learned, or things you wish customers knew.

■ **CONTENT RULE #1: Done is better than perfect. CONTENT RULE #2: Your audience cares more about being helped than being impressed.**