

STOP LOOKING FOR CONTENT 🙅

A guide for local businesses who think they have nothing to post

If you're anything like the businesses I speak to every week, you've probably said one of these:

- 💬 "I don't know what to post."
- 💬 "Nothing interesting happens in my business."
- 💬 "I don't have time."
- 💬 "I hate being on camera."
- 💬 "I don't want to dance on TikTok."

Good news!

You **don't** have a content problem.

You **have** an overthinking problem.

Most businesses are sat on more content than they realise.
They just don't recognise it.

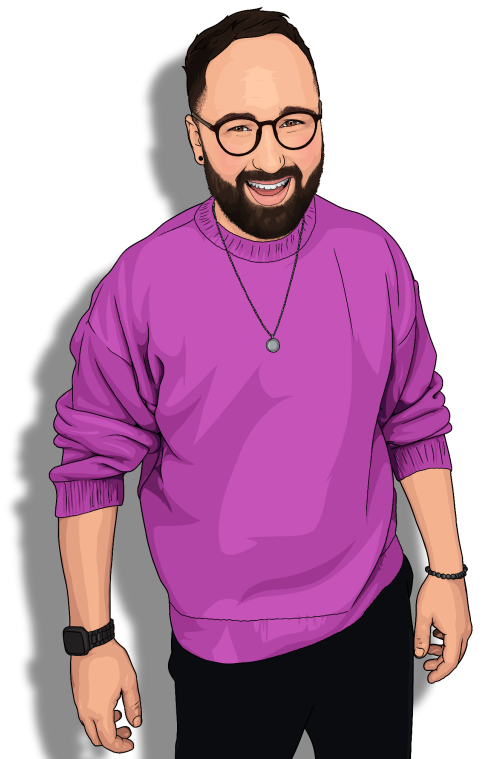
Before you read any further, **here's a challenge:**

Grab your phone. Open your camera roll.
Scroll back 30 photos...

I bet there are at least 5 social media posts hiding in there.

Not convinced?

Let's prove it.



15 THINGS YOU CAN POST THIS WEEK

1. A question customers ask all the time

If one person asks it, 100 others are thinking it.

Post:

"Something I get asked a lot is..."

Then answer it.

2. A mistake people make

What makes customers accidentally spend more money, waste time or get poor results?

Talk about that.

3. Something that happened today

Not a lesson. Not a tip.

A moment. A conversation. A funny situation. A customer interaction.

That's often the best content.

4. The thing you'd never buy

You work in your industry every day.

What would you avoid? Why?

5. A before and after

People love progress.

Show the journey.

6. The thing people assume

What do customers think happens that isn't actually true?

Bust the myth.

7. A customer success story

Make them the hero. Not you.

8. Something behind the scenes

Show how the sausage gets made.

People trust what they understand.

9. Something you've changed your mind about

These posts always do well.

They're human.

10. A local recommendation

Support another local business.

People remember generous businesses.

11. The thing that surprised you

Something you learned this week.

Something a customer said.

Something you noticed.

12. A common misconception

What gets misunderstood all the time?

Talk about it.

13. Your most unpopular opinion

Not controversial.

Just honest.

14. A photo from your camera roll

Tell the story behind it.

That's it.

15. What you're working on right now

People love following journeys.

Take them with you.

THE BIGGEST THING I WANT YOU TO REMEMBER...

Most businesses don't need more content ideas.
They need less overthinking.

Your next post probably isn't sitting in Canva.

It's already happened.
You just haven't noticed it yet.

STILL STUCK? 📌

If you've got this far and you're still staring at a blank screen wondering what to post...

You're not alone.

Most business owners don't have a content problem.
They have an overthinking problem.

That's exactly why I've put together a handful of tools, resources and ways I can help.

Whether you want:

- More content ideas
- Feedback on your posts
- Accountability
- Support from other local business owners
- ... or just someone to point you in the right direction

I've put everything in one place 📌

🔗 **Visit:** <http://www.iamhcreative.com/start-here>

Pick **one thing** and stop overthinking it.

Harrison