



Workshop 3: What to Post When You Have No Ideas

Creating Content with Clarity and Consistency

The Core Challenge

Many founders know they should be visible online, but struggle with what to post.

The issue is rarely creativity. It is usually a lack of structure.

The goal is not to post more. It is to post with clarity and consistency.

Start with Clarity

Content becomes easier when you are clear on:

- What you do
- Who you help
- What you want to be known for

This links directly to Workshop 1.

If your positioning is unclear, your content will be unclear.

Clarity makes content more effective than creativity.

Your Best Source of Content

The simplest place to start is with your customer questions.

Think about what people already ask you:

- What does this cost
- How long does it take
- What do I need to know before booking
- What makes this worth it

Every question is a potential post.

Answering these questions publicly:

- Builds trust
- Demonstrates expertise
- Helps future customers make decisions

If one person is asking, many others are thinking the same.

Document, Do Not Create

You do not need to constantly invent new ideas.

Instead, document what you are already doing.

For example:

- Show your process
- Share something you learned
- Explain a common mistake
- Talk through a recent job or project

Your day-to-day work is your content.

One Idea, Multiple Posts

One idea can be used in different ways.

For example:

- A short video showing the process
- A carousel explaining steps
- A quick tip post
- A story update

You are not creating new ideas each time. You are presenting the same idea in different formats.

Use a Mix of Formats

Different formats keep your content engaging.

You might use:

- Video to show behind the scenes
- Carousels to explain ideas step by step
- Stories to share quick updates

The message stays consistent. The format changes.

Add Personality

People connect with people.

A simple format to try:

Five things I've loved this week

This could include:

- Small moments
- Products you use
- Things you are enjoying
- Insights from your week

This helps your audience understand who you are, not just what you do.

Make Content Creation Easier

Batch your content.

Set aside time to create multiple pieces at once.

For example:

- Record several short videos in one session
- Change small details to keep content varied
- Use different angles, locations or formats

This reduces the pressure of creating something every day.

Tools You Can Use

CapCut

<https://www.capcut.com>

Instagram

<https://www.instagram.com>

Buffer

<https://www.buffer.com>

Use these tools to:

- Edit short-form video
 - Create and post content
 - Schedule posts in advance
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Using AI for Content

AI can help remove the pressure of the blank page.

Tool:

ChatGPT

<https://chat.openai.com>

Use it to:

- Generate content ideas
- Write captions
- Suggest hooks or angles

Always review and refine what it produces.

Your voice and perspective should come through.

Staying Aware of Trends

You do not need to follow every trend.

But it is useful to stay aware of what is happening.

You can do this by:

- Browsing the Instagram Discover page
Found in the app via the search icon
This shows trending content, formats and topics
- Using Google Trends
<https://trends.google.com>
This shows what people are actively searching for
- Paying attention to trending audio or formats within apps

Trends can support your content, but they should not replace your message.

What to Do When You Feel Stuck

If you do not know what to post:

- Return to your positioning
- Answer a customer question
- Document something you are already doing
- Share a simple insight or opinion

You do not need endless ideas. You need a repeatable approach.

Final Takeaway

Consistency builds visibility.

You do not need perfect content.

You need regular, useful content that reflects your expertise and personality.

Over time, this builds trust and creates momentum in your business.