



Prompts that present you as the authority in your niche:

- Share why you're different from other brands in your niche.
- Share a term or word in your industry that needs explaining.
- Share an interesting statistic related to your industry.
- Debunk 3 myths that some people have about your topic or industry.
- Share a hack that's relevant to your industry.
- Share 3 things to avoid when [topic relevant to your niche].
- Share an easy strategy that your audience can implement today.
- Share why you chose your business name.
- Share the benefit and why someone should click the link in your bio.
- Share questions that people should be asking in your niche but aren't.
- Share 1 thing your audience must do to overcome a specific pain point.
- 3 (or#) things you may not have known I offered.
- What are the 7 deadly sins on your topic?
- Talk about a common mistake people make and how to overcome it.
- Briefly share some tips from your last client call or customer conversation.
- Share a weekly (brief) update of how your company is doing.
- Share why people shout NOT do something related to your topic.
- What assumptions do people make about your industry or niche?
- Share a helpful checklist with your audience.
- Share 3 tips for breaking a common habit on a topic of your choice.
- Share one thing your audience should change to solve a pain point.
- Talk about what matters most to you when working with clients/customers.
- Share why you love what you do and what makes you proud.
- Share a client testimonial screenshot or quote graphic and talk about it.
- Is "X" right or wrong? Ask your audience a question and give your expertise.
- 5 things you must tell yourself everyday, if. ..
- The one thing nobody tells you about [a topic in your niche].
- Share 1 simple rule that relates to your product, industry or niche.
- Share 3 industry trends to ignore.
- Share a how-to, your audience can do under [X] minutes.
- What's a habit your audience should develop? How can you help?
- You should NEVER do X. Here's why. ..
- Take an unrelated topic and tie it to your niche in some creative way.
- Share 3 unexpected lessons you've learned from [relevant topic].
- Share a quick summary of your most recent blog post.
- Talk about a new trend in your industry.
- Summarize a modern debate and give your opinion on it.
- What are the 10 commandments of your topic, niche or industry?



Prompts that inspire, motivate and uplift you and your audience:

- What's one thing you LOVE about your niche?
- Talk about your WHY and how it motivates you.
- Share your motto, mantra or mission statement with your audience.
- Share a quote that YOU HAVE CREATED to get your audience used to hearing power statement from YOU.
- Share your brand's bucket list.
- Talk about what inspires you and how you find inspiration.
- Pull a quote or statement from a book you're reading and share it.
- Talk about something you wish you would've known when you first started.
- Share your creativity and how you come up with new ideas for your business.
- Share where you are in your brand journey.
- Talk about where a recent idea for a product or service came from.
- State an affirmation (video) and tell your audience to repeat it.
- Share something that recently motivated you.
- Share your vision board through a slideshow, collage or photos ..
- Share a challenge you've set and how you plan to achieve it.
- Share the most memorable thing that's ever happened in your business or life.
- Did you ever quit doing something you love? Why?
- Talk about what you were doing before you started your business.
- Has your business changed your life? Share how.
- Talk about why you love working with clients.
- Share how you've grown or improved as a business owner /blogger.
- What's your word for the day/month/year? (SEE ADDITIONAL CONTENT)
- Share the things that really matter to you in your business.
- Share an empathetic moment you had with or thought about a customer.
- Talk about how your past has positively shaped your present.
- Have you tried something new recently? Share your experience with it.
- Share your monthly/quarterly/annual goals.
- Written a manifesto? Share it with your audience.
- Share 3 unexpected lessons you learned from [topic].
- What's on your mind? Share yours and ask your audience.
- Share something you once didn't like but now you love.
- Talk about something you sacrificed to get where you are today (positive).
- Share what it was like when you stepped out of your comfort zone in an area.
- What is your idea of the "perfect" day?



Prompts designed to motivate you and excite your audience:

- Celebrate a recent win in your business.
- Share a huge, exciting announcement in your business.
- Talk about a new product you've just launched.
- Celebrate your birthday.
- Celebrate your business birthday.
- Celebrate a client win in your business.
- Rebranded? Show your audience your brand board, mood board or colors.
- Share what exciting new things are coming down the pipeline.
- Share a surprise extended a sale for your followers only.
- Launch a customer appreciation campaign.
- Create commemorative merchandise for a milestone in your business.
- Announce when a new client/customer has finished a training or course.
- Announce when a new client has hit a milestone.
- Release limited-edition merchandise or limited-time offerings to celebrate an event.
- Share a commemorative logo to let everyone know the exciting thing happening in your business.
- Thank your team or a specific person who contributed to your milestone.
- Thank your customers or clients in an appreciation post.
- Share your success story via video or written post.
- Share a countdown to a major event.
- Have a virtual party using the Instagram Stories Group Chat feature or in your FB group.
- Share a post of you treating yourself (food, travel, activity, etc).
- Share user-generated content of your clients treating themselves for reaching a milestone.
- Share your daily successes.
- Share behind-the-scenes planning a personal or company trip.
- Share a special branded hashtag highlighting an event, win, or milestone.
- Show yourself or your team simply having fun.
- Tell your audience you'll be sending them snail mail. Keep whatever it is a secret.
- Post about sponsoring a charity that matches your values.
- Share exciting news of a team member you hired.
- Share an exciting tool that will help you serve your customers/clients better.
- Share a business birthday with someone else in your niche? Celebrate together by doing a live together or taking over each other's pages.



Easy-to-answer prompts to increase engagement:

- The one place I want to travel before the year is out is _____.
- My favorite social media platform is _____.
- One thing I want to buy for my brand this year is _____.
- The first thing I do in the morning is _____.
- It's never too late to _____.
- You owe yourself _____.
- When I finish work today, I'm going to _____.
- In 5 years, I want to _____.
- _____ inspires me to stay motivated.
- My favorite way to relax after a long day is _____.
- My favorite clothing brands to shop are _____.
- 3 things in my purse right now are _____.
- My ideal place to work is _____.
- When I'm not working, I'm _____.
- I'm really good at _____.
- I want to learn how to _____.
- If I had an extra \$5k, I would _____.
- Every person deserves _____.
- The last good book I read was _____.
- _____ stresses me out because _____.
- Today, I will _____ without fear.
- Today I am crossing _____ off of my to do list.
- I was born in _____ and now I live in _____.
- I couldn't live more than a day without _____.
- The thing that keeps me from quitting is _____.
- There is nothing more important to me than _____.
- Above all else, I will _____ this year.
- I am learning to be more _____.
- Each day, I remind myself to _____ before I start working.
- My goal this month/year is to let go of _____.
- My favorite brand of [X] product is _____.
- My favorite gloomy day activity is _____.
- I am trying to put more _____ into my life so that I can _____.
- Every time I _____, _____ happens.
- Above all, I am _____.
- My go to snack when working is _____.
- Each new day brings another opportunity to _____.
- Remember to hold on to _____, and never let go.
- _____ is the number one way I like to practice self care.



Prompts that show your human side and create connection:

- What's an area of fear you want to overcome?
- What's 1 unique thing your audience doesn't know about you?
- Share 1 thing you won't do this month/year in your business and why.
- Vent or rant about something your audience can relate to.
- How do you show yourself love?
- What would you do? Develop a pretend (or not so pretend) story related to your industry and get your audience's take on it.
- The one thing I want to see more of in my industry is _____ .
- What's the toughest part about being [title] or working in your industry?
- Share some life-changing advice you recently been given.
- Share 1 thing that really bothers you about your industry.
- Talk about a roadblock you're currently experiencing in your business.
- Talk about a moment when you wanted to quit and how you overcame it.
- Talk about a recent mistake you made and how you overcame it.
- Share a story about an idea or experience that failed.
- Share positive feedback you recently received and how it made you feel.
- Share some thing, or an experience that backfired on you.
- Talk about an investment you recently made in your business.
- Talk about 1 thing you're giving up next month/year.
- What's something your future self would tell you now?
- Share your experience with risk taking and how it made you feel.
- Get vulnerable and share a fear or a phobia.
- What assumptions do people make about you? How do you handle it ?
- Ask your audience if they've ever considered deleting their Facebook.
- Did you ever quit doing something that you love?
- Have you changed anything recently in your business? How did it feel?
- It's never too late to _____. Expound.
- If you had a superpower, what would it be?
- Share something that you're thankful for.
- Share what you feel your purpose in life is.
- What's challenging in your business right now?
- Talk about the ways you handle overwhelm or stress.
- Share a time you started a project and started all over again.
- Show your workspace, when it's MESSY.
- Share a time when you had self-doubt and how you overcame it.
- Share (light) negative feedback you once had and how you've grown since.
- What keeps you creative?
- Write an open letter. (A letter to my 20 yr old self, to the struggling mom...)



Prompts that ask for audience input to get engagement & market research:

- Faced with a small decision? Ask your audience to chime in.
- Ask your audience what they love about your products and services.
- Ask your audience what you should add to a particular product or package.
- Do you like this? Photo of a product, packaging, handmade item, etc.
- How can I help you today? Wait for answers ...
- What's something you couldn't live without?
- Ask your audience what they love about your niche/industry.
- How do you feel about X trend? Share your take.
- Ask your customers about their daily habits.
- What would you do? Present a scenario related to your niche.
- Agree or disagree? Related question to a controversial topic in your niche.
- Ask your audience what they want to improve upon next month/year, etc.
- Ask your audience what they do for a living.
- You choose: which of these should I add to my collection/package?
- What's an assumption people make about you?
- Ask your audience what's something they would wait in line for.
- Thumbs up or down: What do you think of [specific topic]?
- Which do you want? Compare 2 different products or freebies.
- What would make you purchase X? Pair question with a visual.
- Can you tell the difference? Compare any 2 things: graphics, products, etc.
- Where should we host X event? Give options.
- What should I wear to X? Share photos of your outfits.
- What would be an irresistible offer for you? Give context.
- Which of these blog post titles would make you want to read?
- If any of my [X product] was 10% off, which one would you want?
- Which of these apps should I use to X?
- Can you believe this? Share an interesting or shocking recent experience.
- What comes to mind when you hear the word X? Relate it to your niche.
- Would you rather... Give 2 options so it's easier to answer.
- If you could have anything related to [niche or topic] what would it be?
- What do you think about [recent trend related to your niche]?
- If you had unlimited funds, which of these do you need right NOW? Share a short list of services.
- How would you respond? Share a statement, feedback or testimonial with your audience
- What would you love to learn about next? Or learn how to do?
- How would you feel if...
- What's one goal you want to achieve this week/month/year?



Prompts to highlight and promote your products & services:

- Talk about your freebie and link to it.
- Share 3 reasons why your new product is valuable to your audience.
- Do a mock unboxing of your physical product.
- Share your step-by-step process of working with new clients/customers.
- What you can expect: What's on the other side of purchasing your product.
- Compare 2 of your products/offers and share the difference between them.
- Did you know we offer X? Highlight a product you don't often talk about.
- Start a countdown (to a product launch, sale, event...etc)
- What would you recommend your customers to do within the first few weeks of using your product?
- Share a sneak-peak of a product in the making.
- Share a coupon that is only for social media followers.
- Share a testimonial or case study from your business.
- Talk about the process to make your product/create your service.
- Highlight one of the FAQs, and answer it in the post.
- Share the pros and cons of a specific activity or decision in your niche.
- Share a creative way to use your product or service.
- Share a new idea or a potential product/offer coming down the pipeline.
- Talk about an even you're hosting and what your audience will learn.
- Have a One Day Only flash sale for your followers.
- Print out your lead magnet and do a Boomerang of you holding it.
- One thing we do differently is ...
- Screencast scrolling through your blog or website for an insider look.
- Screenshot one of your tweet quotes/tips and post it to another platform.
- Share a photo of you and a client/customer.
- Post that you have promo code but the only way to get it is in your Stories.
- Show a video of you making or packaging your product.
- Share user generated content with your unique brand hashtag.
- Host a giveaway with very simple rules and a prize related to your niche.
- Create a how-to video using your product or explaining your service.
- Share a good excerpt from a blog post and direct to the link in your bio.
- Find out what's trending on Twitter and creatively relate it to your business.
- Random selection: highlight a follower and publicly give them a freebie.
- Run a photo or video contest for a challenge, product or trending topic.
- Host your own weekly/monthly hashtag theme.
- Share a screencast of you uploading new content on your website.
- Share your brand's history. How did you get started?
- Share some things to know before purchasing or using your product.



Fun, engaging prompts that may get laughs, likes and shares:

- Share one funny fact about yourself. Be witty, show humor.
- Share a guilty pleasure for the week/month. Share what's in your purse.
- Share something unusual, funny, or uncommon that you're thankful for. What's something funny, or weird you would wait in line for?
- Have an artist draw a caricature of you and share it in creative ways. True or false: Share a statement and guess if it's true or false.
- Share 2 truths and a lie. Have your audience guess which is the lie. Emoji your day and ask your audience to do the same.
- Share a unique or fun holiday. (SEE ADDITIONAL CONTENT)
- Share a movie you recently watched and relate it to your business. Share 3 things your audience doesn't know about you.
- Knock Knock. Who's There? Share a funny joke related to your topic.
- If your day or week was the name of a TV show, what would it be called? Ask your audience about their personality. (Enneagram, Myers Briggs, etc). Share what you do for fun.
- Share a recent meme you thought was funny. If you had a superpower, what would it be?
- Explain how NOT to do something. Share what's on your desk.
- Ask your audience to screenshot something on their phone.
- Never Have I Ever: Post a statement and your audience likes or comments if they have done or experienced that thing.
- Post song lyrics or movie quotes that relate to how you're feeling right now. Bad advice thread: Audience comments bad advice on a particular topic. Give the person in this thread above you, a compliment.
- First word: What's the first word that comes to mind when I say X? Truth or Challenge: Your audience comments "truth" or "challenge." You either ask them a question (truth) or give them a challenge - this is to encourage getting to know your audience & customers more.
- Let your audience try to unscramble a word or phrase related to your niche. Post an unpopular opinion related to your niche and your audience comments.
- Share a quiz question with 3 (or less) answer options. DM correct answered posts with a freebie.
- Share any funny posts or videos you found lately. Talk about the weather in your area today.
- What's something you "cannot wait" for? Ask your audience too.



Prompts that encourage collaboration, community & awareness:

- Share a customer or Employee of the month.
- Do a live coaching call or share a conversation you recently had with a client or customer.
- Cross promote another brand's product or service that compliments yours.' IG takeover: Post on another brand's account for a day as a collaboration. Show your product being used along side another brand's.
- Highlight a team member.
- Family business? Share the roles that everyone has.
- Ask your audience who they'd love to do a collaboration with. Highlight a customer who's currently using your product or service.
- Tell your audience to follow you on another social platform. Screenshot it.
- @ 3 people who you'd love to work or collaborate with.
- Share 3 other bloggers or brands that inspire you to keep going. Share a funny story you recently had with a client or customer.
- Share a tool you use and the difference between the free/paid version of it. Share a service that would compliment your physical product or vice versa. Share what you and another biz bestie have in common.
- Talk about someone (non-family) who's made a difference in your life or biz. Talk about a client who's positive attitude towards your niche you love.
- Talk about a recent job you outsourced and to who (shout them out). Share a client case study or testimonial.
- Link to an inspiring TED talk and share your takeaways. Screenshot and share a tweet you like or that inspires you.
- Share your contact info. Make sure your audience knows where to find you. Remind your audience of the best ways to chat with you.
- Then & Now: Share a photo of you and a biz bestie in the past and then one in the present.
- Share before & after results (not just for health & fitness niches).
- Scroll through your Pinterest feed and tell your audience to follow you there. Partner with another brand for a limited-time campaign.
- Create a how-to video on a topic alongside another business.
- Create "tag a friend" content (simple photo + "tag a friend who would...") Does your blog have contributors? Highlight one of them.
- Remind your audience of ways they can sponsor your blog. Do a short interview post with another brand. Video, or written.
- Share tips on partnering with other businesses, with your partner. Show a video of you shopping your favorites on another businesses'
- website.



Prompts that let your audience into your personal life:

- Tell your audience where you're from and ask the same.
- Talk about a typical day-in-the-life of your business. How do you stay healthy?
- What's the first thing you do in the morning? Ask your audience too. Could you survive without X? Ask your audience and share your take. Talk about your Spring/Summer /Fall/Winter bucket list.
- Talk about a new skill you want to learn.
- Describe yourself in 3 words and ask your audience to do the same. What advice has stuck with you? Who shared it with you?
- Share 1 funny or interesting fact about yourself Share your work space.
- What do you enjoy doing outside of work? Ask your audience the same. Talk about work/life balance and if/how it's important.
- Have kids? Talk about one/all of them and a home experience. Share a food you love to munch on while you're working.
- Religious? Talk about how your faith inspires you.
- Find questions in your niche from forums (Quora, etc) and answer them. What are you NOT going to do this month/year?
- If your day was the name of a tv show, what would it be called? Share a childhood story that positively impacts or affects you today.
- Share a goal for the day and then share if you completed it or not, later. What makes you happy every time you use it, see it, experience it?
- Share something that you are naturally good at (a surprise talent). Introvert or extrovert, which one are you? Ask your audience.
- Share something you are hoping for within the next month/new year. Share your charity, volunteer work or altruism.
- Share something you wasted time or money on, but it was so much FUN! Ask your audience what's on their Spring/Summer /Fall reading list.
- What do you wear when working? Show your personal brand style. Side hustler? Share what you do for a living in addition to your business. Share 5 of your favorite things.
- Talk about why today is going to be a good/great day for you. (Re)Introduce yourself and your business to your community.
- Share a piece of your home that you love. Share a milestone reached in your personal life.
- What's something you're saving up for? Share it with your audience. What are your top 3 distractions? How do you deal with them?
- Give a rant about something.