Content Creation Guide for

SOLOPRENEURS

Introduction

Hey, friend and fellow solopreneur!

Or maybe you have one or two business partners. Either way, I want to say welcome and I'm excited for your content journey.

Initially, I created this framework for me so that I had a content system that I could use over and over again for clients. I wanted something that worked no matter which industry my client was in.

The algorithm is constantly changing and trying to keep up with it can be overwhelming and honestly a big headache. And if social media isn't your industry, then it's basically 10x the headache.

Because of this, when it comes to content creation for my clients, I go the route of focusing on subject matter relevant to my clients' industries and making it appeal to who they serve rather than copying content from other people and trying to do what's "viral".

To make this framework useful for others, I've turned it into a guide on how to plan, film, edit, and schedule a month's worth of content in just a few hours—so you can finally start using social media like the free marketing tool it is.

The only prerequisites to using this guide are that you're ready and willing to either talk to camera or use your voice to create voice overs AND you're ready to show up for yourself and your business.

Let's get into it.

Section 1: Content Creation Framework

I'm a self-appointed ambassador of work smarter, not harder. AI is my unpaid and overworked content assistant. If I had to script and caption all of my content with no external help, it would take me dayyyyysss to do what I've trained my AI assistant to do in seconds.

So this is where I show you how to use a language learning model like ChatGPT to ideate, script and caption a month's worth of content in minutes. Really, you could plan out even more than a month, but doing this a month at a time is what I would recommend so that after a month, you can review your analytics to see what went well and use AI to do more of that.

So here we go...

Step 1: Choose Four Themes

You're going to choose four themes —one for each week of the month—relevant to your business industry along with three video topics related to each theme. If you want to do more than three posts per week, you can modify that within the prompt provided.

Use the following prompt in ChatGPT (or the model of your choosing) and fill in the [brackets] with your business' information:

Act as a content marketing expert with extensive knowledge in sales conversion and buyer psychology and assist me by coming up with 4 content themes relevant to the [blank] industry. My niche within this industry focuses on [insert specific details about your product or service offering]. Keep in mind that I do not [insert any applicable details about what you do not offer if applicable -you can remove this portion of the prompt if not applicable]. My purpose is to [insert details about the purpose of your product/service]. For every theme, provide me with the following post ideas: 1) how I can talk about my personal experience with the theme 2) specific actions that my target audience can take to address their top pain point related to the theme 3) a thought-provoking realization about the theme that will resonate with my target audience and how I can talk about it. My target audience is [insert specific details about your audience].

Remember to be as specific as you can when you're filling in the blanks. Chat's responses are only as good as the information you provide to it to use. If you have specific preferences for the post topics (i.e. the topics I provided under 1), 2) or 3)) then be sure to revise those accordingly. You can also add more topics (e.g. 4), 5), etc.) if you want to post more than three times a week.

Once Chat has provided you with a response, review each theme and video topic to make sure they align with your business. Ask Chat to come up with new or revised themes for any one(s) you don't feel align with your business before moving forward with writing scripts and captions.

You can also ask Chat to provide you with industry-specific and relatable humor if you don't want all of your content to be voice-over or talking to camera (see section 2.5).

Example prompt for a therapy practice:

Act as a content marketing expert with extensive knowledge in sales conversion and buyer psychology and assist me by coming up with 4 content themes relevant to the mental health counseling/therapy industry. My niche within this industry focuses on trauma, depression, and anxiety in adults aged 21+ . Keep in mind that I do not offer Medication management or Intensive psychiatric interventions. My purpose is to create a safe and supportive environment where patients can explore their feelings and challenges WITHOUT judgment. I also empower my patients to make positive changes in their lives and achieve lasting emotional well-being. For every theme, provide me with the following post ideas: 1) how I can talk about my personal experience with the theme 2) specific actions that my patients can take to address their top pain point related to the theme 3) a thought-provoking realization about the theme that will resonate with my patients and how I can talk about it. My patients are generally 35-45 year old adults dealing with trauma, anxiety, and depression who tend to be high functioning. Some but not all often experience significant disruptions in their daily lives due to their mental health struggles.

The response will look something like this:

1. Theme: Healing Through Self-Compassion

Focus: Addressing the internalized judgments and self-criticism common in those struggling with trauma, anxiety, and depression.

1) *Personal Experience*:

You could share how you personally struggled with self-compassion during your own journey or professional experiences, and how it's often overlooked in the healing process. Talk about how showing compassion toward oneself is a necessary part of healing. You could share a short story about a time when you had to remind yourself that you're human and deserving of kindness, just like your patients.

2) *Actions for Patients*:

Encourage patients to practice self-compassion daily by using a few simple techniques:

- **Self-kindness exercise:** When they experience a painful emotion or mistake, have them pause and ask themselves, "What would I say to a friend going through this?"
- **Mindful acknowledgment:** Teach them to pause and identify moments when they are being overly critical or judgmental. They can reframe their thoughts with a more compassionate perspective.
- **Self-compassionate journal:** Writing about one's struggles and treating them with the same kindness they would offer a friend.

3) *Thought-Provoking Realization*:

"How can you expect to heal when you are constantly fighting against yourself?"

Many of your patients likely push themselves too hard or expect perfection, which exacerbates feelings of depression and anxiety. This realization can shift their perspective from self-blame to self-acceptance. Remind them that healing isn't about "doing everything right" but about embracing their imperfections and giving themselves permission to human.

Step 2: Create video scripts and captions for each piece of content.

Now that you have your themes and post topics, you're going to use the following ChatGPT prompt to create your scripts and captions. I would suggest starting with one script and caption for one theme to make sure Chat understands your brand's voice and tone. That way you can make adjustments to the tone/voice parameters before it writes out all of the scripts and captions.

Use the following prompt for the first time:

For the personal experience under the [insert specific theme] theme, write a script for a [XX]-second video followed by a [XXX-XXX] word caption. The tone* for the script and caption should be [insert details about brand voice]. Keep in mind that [insert any additional description of your brand voice, your purpose, how you want your audience to feel, etc.]. The caption should be inclusive of relevant keywords for SEO but still written at a [XX] grade reading level. It should feel like an actual person wrote them and not read like I am talking at them but talking with them in an supportive and nonjudgemental way.

*view notes for tone parameters on page 9

Example prompt for a therapy practice:

For the personal experience under the Healing Through Self-Compassion theme, write a script for a 30-second video followed by a 100-150 word caption. The tone for the script and caption should be warm and relatable and sound as natural and human as possible. Keep in mind that I want my patients to feel understood and not judged. I want them to be curious about therapy and exploring their own journeys with healing. I'm Southern and educated so I don't always speak proper grammar but I am professional. The caption should be inclusive of relevant keywords for SEO but still written at a 6th grade reading level. It should feel like an actual person wrote them and not read like I am talking at them but talking with them in an supportive and nonjudgemental way.

Your responses will look something like this:

30-Second Video Script:

(Setting: Calm, inviting space, maybe sitting in a cozy chair or standing in front of a calming background.)

"Hey y'all, I wanna talk about something I think we all struggle with sometimes—being kind to ourselves. You know, it's so easy to beat ourselves up when we feel like we've messed up or aren't where we want to be. I know, I've been there. I used to think I had to be perfect, and if I wasn't, I'd just get more frustrated with myself. But here's the thing I've learned—healing doesn't happen when we're hard on ourselves. It happens when we give ourselves grace. When we're kind to ourselves, we create space for real growth. You deserve that space too. So, if you're struggling, just remember—you're allowed to take it slow and be gentle with your journey."

(End with a warm smile.)

Caption:

It's so easy to be hard on ourselves, especially when we're feeling down or struggling with anxiety, depression, or trauma. I've been there, too. But what I've learned is that healing doesn't happen through self-criticism—it happens when we show ourselves kindness and grace. Just like you'd comfort a friend, it's important to be gentle with yourself during your healing journey. Take things one step at a time, and remember: you're not alone in this. It's okay to have bad days. Healing is a process, not a destination. If you're ready to take that first step toward finding peace, I'm here to help. #SelfCompassion #HealingJourney #MentalHealthSupport #TraumaHealing #AnxietyHelp #DepressionRelief #TherapyHealing

My suggestion for the length of the caption would be 150-200 words for shorter videos. But this is up to you. Make it as long or short as you want. Personally, my sweet spot is the 150-200 word range for shorter videos and 100-150 words for longer videos.

Writing at a 5th or 6th grade reading level is what I would suggest. You want your videos and captions to be easy to understand for the average person EVEN IF your audience is college educated. When it comes to social, peoples' attention spans are short and they're not on Instagram to read dissertations.

*Examples of tone parameters ("modifiers"):

Friendly and professional
Authoritative and informative
Casual and conversational
Humorous and informal
Friendly and relatable

I like to get a little more specific with mine like "a natural, conversational tone that feels like genuine thoughts rather than polished speeches" or "casual and friendly like we're on a FaceTime call."

Note: If the scripts or captions don't sound quite the way you want them, then continue to add/adjust tone modifiers until they do. You can even have Chat review snippets of your own writing to get a better feel for how you want your scripts and captions to sound.

Use the following prompt after Chat has mastered your voice and tone parameters.

For the personal experience, actions for your audience, and thought-provoking realization under each theme, write a script for each one respectively for a [XX]-second video followed by a [XXX-XXX] word caption (a total of three scripts and 3 captions). Follow the perviously provided tone parameters for the scripts and captions.

If you like, you can also ask Chat to include a relevant question at the end of the captions that the audience can answer in the comments.

Step 2.5 : Hooks That Stop the Scroll

If you don't grab attention in the first few seconds, people are scrolling right past your video—and we don't want that. A strong hook makes them stop, watch, and actually pay attention to what you're saying.

For text-over-b-roll videos, your hook is the **overlay text** that immediately resonates with your audience. For voiceover videos, it's the **first thing you say** before diving into your main point. Either way, the goal is the same: hook them in, then keep them watching.

Below are some **high-performing hook formats** that are working right now to spark ideas. This list is not comprehensive. There's an infinite number of ways you can get a viewer to watch your video, but we don't have time to get into all of that in this guide. This is just a good starting place.

POV (Point of View) Hooks
These work because they put the viewer in a **familiar situation**.

> Retail/Service Industry – POV: When you close at 10p and someone walks in at 9:59p

> Freelancer/Entrepreneur – POV: It's your last day working in corporate and you're going full-time in your business

> Wellness/Beauty – POV: You tell a client to drink more water, and they say 'I don't like the taste'

"When You're _ _ _ and Then _ _ _" Hooks
This structure is great for **relatable moments** that create instant engagement.

Product-Based Business – When you just sat down and hear an order cha-ching alert

Service-Based Business – When you finally have a free weekend and a client wants a last-minute appointment

Content Creator – When you post a reel at 2:35 and you check to see how many views it got at 2:36

Relatable Industry Scenarios
Sometimes, the best hook is just **saying what everyone's thinking**.

Realtor – Nothing humbles you like a lockbox that won't open

Creative Services – My face when a brand asks 'Can I pay you in exposure?'

Coaching/Consulting – What goes through my mind when someone asks 'I just need to pick your brain real quick'

'No One Talks About This Enough' Hooks
This type of hook **piques curiosity** and makes people want to watch to find out what they're missing or how you overcame what they're going through.

Small Biz Owners – No one talks about how to balance going to work from 8am-5pm and then work on your business from 6p-11pm.

Freelancer – Why does no one talk about how difficult it is to run a business when you're a camera-shy introvert.

Beauty Industry – No one talks about how skincare is actually 80% consistency and only 20% products

'If You ＿＿＿, You Need to Hear This' Hooks

This one **speaks directly to your audience**, making them feel like the video is meant just for them.

Etsy/Sellers – If you think your product is 'too expensive,' you need to hear this

Entrepreneurs – If you keep putting off content creation, this message is for you

Service Providers – If you're constantly booked out but you're barely covering your expenses every month, you need to hear this

'Tell Me Why...' Hooks

This format sets up a **relatable frustration** and invites engagement.

Freelancers – Tell me why every 'quick project' takes three extra days

Local Business Owners – Tell me why people will drive 45 min for Starbucks but not for a small biz

Social Media Managers – Tell me why I'm seeing Instagram ads on TikTok, weren't they just beefin'?

How to Use These Hooks

- Choose a hook that **makes sense** for your business
- Pair it with a video that **demonstrates the point you're trying to make**
- Keep the text **short** & **readable**—people need to get it in 2-3 seconds
- Write a **caption that expands** on the idea for more engagement

Section 2: Build content bank of b-roll

Ever watched a video and noticed those little clips that cut away from the main scene—like hands typing on a laptop while someone talks, or a close-up of a coffee being poured? That's b-roll—and it's one of the easiest ways to make your social media videos look more dynamic and engaging.

B-roll is basically supporting footage—quick clips that help tell your story visually. It adds variety, keeps viewers engaged, and makes your content look way more polished (without you having to do too much).

The best part? You don't need a fancy setup or an "aesthetic" space to make it work. Just film what you already do on a normal work day. You teach pilates? Great, film yourself teaching or doing the workout. You work from a coffee shop? Nice, grab footage of you heading there and more while you're working.

People actually prefer real, unpolished content over something that looks staged. So don't stress about having the "perfect" background—just focus on capturing simple, everyday moments in a way that feels natural.

Your b-roll bank is a stash of reusable footage you can pull from anytime. Instead of scrambling to record something every time you post, you'll have a collection of clips ready to go.

Personally, what I like to do since I don't care much for speaking directly to the camera, is use my b-roll shots as my a-roll (primary footage). I've added enough footage of me doing my day-to-day in my own content bank that I can piece footage of me mixed with footage that doesn't have me in it. Then I place a voiceover and on-screen text on top of the video compilation.

Here's how to start building your content bank:

1. **Record 2-3 angles of the same action** – A wide shot (shows the full scene), a medium shot (from the waist up), and a close-up (focuses on hands or details). This gives you options and makes your videos look more dynamic.
2. **Film at least 10 seconds per clip** – The longer the clip, the more flexibility you have when editing. I personally like to record 30-45 seconds for certain shots because it gives me more to work with later.
3. **Capture everyday moments** – You don't have to overthink it. The goal is to collect clips that can be used again and again in different videos.
4. **Set aside time each week** – In the beginning, spend 10-15 minutes once a week capturing a handful of clips. After a few weeks, you'll have plenty to repurpose.

You can use b-roll to capture yourself working or simple point-of-view (POV) shots to add variety. Here are some easy ideas*:

- Typing on a laptop or phone
- Writing in a notebook or planner
- Making a cup of coffee/tea
- Walking into or out of a room
- Flipping through pages of a book or document
- Packing an order or organizing supplies
- Checking emails or scrolling on a phone
- POV of your coffee cup while walking
- The exterior of a building you're entering
- Street lights, storefronts, or a city view
- Reading, meditating, exercising
- Adjusting your glasses, watch, or jewelry
- A close-up of your hands while talking
- Sitting at a desk, couch, or workspace
- Talking with someone (in-person or video call)
- Unboxing a product or setting up equipment
- Or pretty much any activity that you do regularly

*If you need help coming up with b-roll specific to you, let me know!

Section 3: Editing Your Videos Like a Pro (Without Losing Your Mind)

So, you've got your footage—now it's time to put it all together. You'll need a video editor for this. I use CapCut, but InShot and other options work just as well. Use whatever feels easiest for you.

There are three main types of videos we're working with:

- Talking to Camera – You speaking directly to your audience
- Voiceover B-Roll – A voiceover paired with clips that match the topic
- Text Over B-Roll – Short, silent clips with text overlay

Editing Talking-to-Camera Videos

Talking head videos are exactly what they sound like—**just you + your face + your message**. Unless you're a one-take wonder, you'll likely need to edit out mistakes, filler words, and long pauses to keep things snappy.

Keep it under 30 seconds when possible (60 seconds max). If your video drags, people will scroll away unless you're talking about something really interesting.

Pro Tip: You can also layer in b-roll clips to make it more engaging—especially for longer videos. Just splice them in between your talking footage. Just remember to extract the audio on the video for easier editing.

Editing Voiceover B-Roll Videos

These videos need a **good handful** of clips that visually *match* what you're talking about. For example, if you're explaining your order fulfillment process, your footage should show creating, packaging, and shipping your product.

If you're talking about an industry topic (instead of showing a process), you can use clips from different moments in your day—but don't overthink it! Use what you have, and as your content bank grows, this will get easier.

Editing Text-Over-B-Roll Videos

These are **super short** (4-8 seconds max) and require only 1-3 clips (but feel free to play with this). The goal is to get people to read your caption while the video loops in the background.

If you want to keep people watching, make sure the footage is relevant but simple—not too distracting, but engaging enough to hold attention.

Jump Clips: The Secret to Seamless B-Roll

What I like to do anytime I'm using b-roll, is to create 'jump clips'. Jump clips make your b-roll look intentional instead of random. Here's an example of how to do it:

1. Record yourself doing an activity for **30 seconds**.
2. Split that clip into **4 shorter clips** (2.5 seconds each)—each focusing on a different movement or action.
3. Avoid dead space—your clips should show **motion, not stillness**.

You can also mix jump clips from different days as long as they tell a logical story. Just don't jump from brushing your hair to scuba diving with nothing in between. (Unless you're secretly a mermaid—then, carry on.)

The Music Trick You Need to Know

You don't have to pick your music before editing, but when trimming clips, make sure each clip length is divisible by 0.5 seconds (e.g., 0.5, 1, 1.5, 2, 2.5, etc.).

Why? Because no matter what song you choose later, your clip transitions will land on the beat, making the video smoother and more engaging.

For example, a 12-second video with six clips could have lengths like this: (2, 1.5, 2, 3, 2, 1.5) ← Just an example, not a strict formula!

I don't know the science behind it, but trust me—it just works.

Final Editing Tips

Unless you're using a single, uncut clip, **keep each clip under 3 seconds**. The more movement and variety, the more likely people will keep watching.

Don't take it personally if someone scrolls past. If they weren't interested in the topic, no amount of editing magic would've kept them watching. Focus on those who do stick around.

The more you edit, the easier it gets. **Experiment, find your style, and have fun with it.**

Section 4: Scheduling Your Content (So You Can Stop Thinking About It)

Once your content is created and edited, it's time to schedule it and let it do the work for you.

You can use any scheduler you like, but for Reels, I recommend scheduling them directly in the Instagram app. Why?

- Easier access to trending audio
- More control over overlay text & placement
- No weird glitches with formatting

Heads up: To use Instagram's built-in scheduler, you'll need a business Facebook page connected to your account. If you don't have one yet, it's worth setting up.
But honestly, that's it! Once everything is scheduled, you're all set until your next round of content batching.

Prompt for story ideas

Make Your Stories Work for You

Instagram Stories are where you can let **loose a little**—be more personal, share behind-the-scenes moments, and connect with your audience in a way that feels **real** and **unfiltered**. Unlike your main feed, Stories don't have to be perfectly curated. They're a great place to test ideas, share funny or relatable moments, and use engagement stickers like **polls, questions, and rating scales** to interact with your audience.

Plus, **sales conversations** often start in the DMs, and a simple story response can be the first step. To help you come up with story ideas that fit your content theme each week (or just whenever you need inspiration), use the following prompt:

For each theme, provide me with [X] instagram story ideas relevant to theme. The stories should be a mix of engagement, tips, education, perspective shifts, personal anecdotes, etc. The tone of the copy should be [insert details about your brand voice] and [insert additional details about the way you speak to your audience]. Remember that social audiences have a short attention span so make the story copy concise.

Tip: Ask Chat to include a certain number of personable story ideas and don't forget to sprinkle your personality into the text you add on your stories.

Note: If you use Meta Business Suite to create or schedule your story, your stories won't have audio and you can't use engagement stickers (at the time of this guide). A workaround is to create the story inside the Instagram app and save it as a draft. You'll have to manually post it, but at least it saves you some time. However, drafts expire after 7 days, so each week, you'll have to save a new set of drafts.

Wrap-Up: Keep It Simple, Stay Consistent

That's a wrap!

I could've gone way deeper into all the details of planning, scripting, filming, editing, and scheduling your content—but honestly, the goal here was to keep it actionable. I wanted to make sure you had just enough to start implementing immediately without feeling overwhelmed.

This guide is all about helping you show up for your business online more consistently. Once you get into the habit of creating content regularly, refining your style, creating content series, and experimenting with new ideas will feel so much easier. Consistency first, make it better later.

One last thing—**set goals based on effort, not numbers.**

Don't measure your success by how many likes or followers you get. Measure it by how many times you actually post, how many pieces of content you create, and how much more comfortable you get with the process. The results will come.

And if you need more help along the way, I'm here for you! Feel free to reach out—I'd love to help you make social media feel less like a chore and more like an effortless part of your business.

Need More Support? Let's Work Together!

If you want more hands-on help with your social media, here's how I can support you:

Done-for-You Social Media Management
I'll handle everything from content creation to scheduling so you can focus on your business.

Content Planning & Strategy Sessions
Get a clear roadmap for your content so you never feel stuck on what to post.

Custom Content Creation
Need high-quality videos and photos for your brand? I've got you covered.

I look forward to watching you win! Feel free to <u>reach out to me</u> if you have any questions or want to go more in depth on content specific for your business.

Warmly,

Chantel White

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