

Content Doesn't Have to Be Complicated

A Simple Guide to Creating Content That Connects



You're Probably Overthinking Content.

"I don't know what to post."

"I don't have the right equipment."

"What do people even want to see?"

"My content never looks professional."

"I'm not creative enough."

"I don't have time for this."

"But I don't even have filming equipment to make content"



You don't need a production studio to create good content.

1

Start Simple

Most successful content today is filmed on **phones**. Audiences connect more with **authentic** and **relatable content** than overly polished videos.

2

Your Phone Is Enough

A simple **smartphone**, natural lighting, and **consistency** are more important than expensive production equipment.

3

Optional Tools

If you want to elevate your content, **simple tools** can help:

- tripod
- ring light
- clip-on microphone
- phone stabilizer

The goal isn't perfection. The goal is connection.

ONE DAY OF CONTENT = A WEEK OF POSTS



Short-form
Video

ONE FILMING SESSION

Educational
Carousel

Film once. Repurpose everywhere.

Behind-
the-Scenes

Story
Clips

Voiceover
Video

Quote
Graphic

WEEKLY SCHEDULE

MON

FILMING
DAY

TUE

SHORT
FORM
REEL

WED

BEHIND THE
SCENES

THU

CAROUSEL
POST

FR1

VOICEOVER
VIDEO

SAT

QUOTE
GRAPHIC

SUN

COMMUNITY/
PERSONALITY
POST

You don't need to constantly create more content.
You need to learn how to repurpose it.

LET'S GET STARTED!

Here are some content ideas you can use for almost any business.



EDUCATIONAL

- answer a common customer question
- share a quick tip
- explain your process
- debunk a misconception
- show how something works
- 3 things people don't know about this industry

PERSONALITY

- day in the life
- your morning routine
- workspace setup
- favorite part of your job
- meet the owner/team
- why you started your business

PROMOTIONAL

- showcase a product/service
- before & after
- recent project
- testimonial/review
- explain what you offer
- current offer or launch

COMMUNITY & CONNECTION

- customer/client spotlight
- behind-the-scenes moments
- community event
- funny workplace moment
- team celebrations
- audience Q&A

ENGAGEMENT

- this or that
- unpopular opinion
- ask your audience a question
- myth or fact
- poll ideas

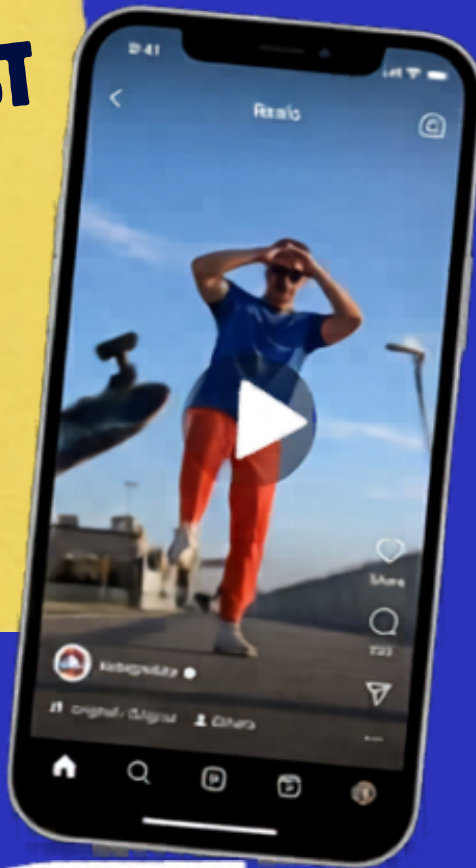


If you're living it, filming it, creating it, solving it, or explaining it... it can probably become content.

SMALL CHANGES. BETTER CONTENT.

GRAB ATTENTION FAST

- the first **3 seconds** matter
- **movement** helps stop the scroll
- start with the **most interesting shot** first



MAKE IT FEEL HUMAN

- captions should sound **conversational**
- show your **face** sometimes
- people connect with **stories** more than sales



KEEP IT SIMPLE

- **don't** over edit
- natural lighting works great
- your **phone** is enough



CONSISTENCY > PERFECTION

POST IT ANYWAY

- posting **consistently** matters more than posting perfectly
- imperfect content is still valuable
- **done** is better than overthinking

HOOK EXAMPLES



- Come shop with us.
- Here's a tip.



- You're probably making this mistake...
- Nobody talks about this.

Good hooks buy you ATTENTION.



READY TO CREATE CONTENT?



your phone is enough

done is better than perfect

one filming day = a week of posts

Your audience doesn't need perfect content. They need YOU.

stories connect more than perfection

connect with your audience

start simple and keep posting



no need for fancy tools

just post it

consistency > virality

you already have content around you

STILL NEED HELP? NO PROBLEM.

Let's create content together.

let's
create
together

your next
post
starts now

build content
with confidence

make the most of your time
and business. let's connect!



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