



# Content Creation Ideas For Female Entrepreneurs



To those who aren't business owners, creating posts for social media may seem easy. Entrepreneurs and brands around the world know there's more to social media content creation than meets the eye.

But it doesn't have to be over complicated. The best way to build an audience and engage with them is by creating content that you know they will enjoy.

If you are already posting on social media, you are already creating content- fantastic! Your audience should be getting to know you and what your business offers.

There are many different types of content that you can create for your business. Not all of it may be relevant to you and your business but you can pick and choose what is.

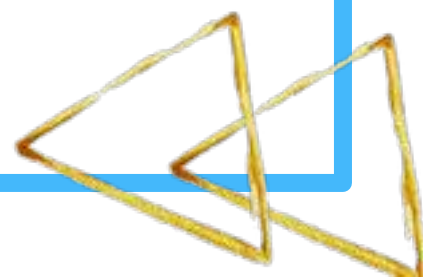
Types of content:

Video

Audio

Written

Images/graphics



Share behind the scenes of your business

Do you work from home? or in a workshop? Show your audience your set up.

Do you have colleagues or pets? Introduce them.

## Testimonials

Sharing testimonials is a great way for your audience to know how awesome you are. Can you ask your clients for testimonials?

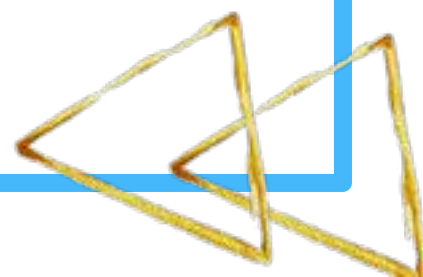
## Quotes

Quotes from either those in your field or inspiring/motivational are great content and really easy for your audience to share.

## How to's/ Tips/ Tutorials/FAQs

All great ways to help your audience by either educating them or entertaining them.

These can be delivered through a blog, written post on social media, in a graphic, podcast or video.



## National days/ Seasonal content

National days and seasonal content are a fun way of getting your business involved in trending topics.

There are 100s of national days throughout the year. I guarantee that there will be days that fit within your business.

Seasonal content- if you sell services you need to be a little smarter to fit seasonal content into business. Think outside of the box and have fun!

## Offer of the week

Feature one of your products or services. Let your audience know why this product or service can help them.

## Ask a question

Asking questions is a great way to engage your audience. How can you involve them? Be sure to make it about them and always give a call to action - It may seem obvious to you but it might not be obvious to your audience. Don't be afraid to voice your opinion

