

18 PROMPTS TO KICKSTART YOUR CONTENT CALENDAR



Need inspiration for your content calendar? Use these prompts to get the topic ideas flowing.



The holidays coming up over the next three months are: (Don't forget "National Days" like National Hotdog Day!)



I would never tell a customer *this* about our business/industry: (Maybe you should!)



These customers have been killing it with our products/services:



These are the biggest news stories from the past several weeks:



These employees in our company are doing something interesting:



This is what our customers wish someone had told them *before* they started searching for a product like ours:



One of my coworkers or customers told me this weird story:



This is the biggest reason customers should use our product...that they don't already know:



These are our customers' or prospects' most frequently asked questions:



These businesses in our space are doing better than us, and here's why:



These businesses in our space are doing worse than us, and here's why:



In our industry right now, I'm angry about these things:



In our industry right now, I'm grateful for these things:



I have these predictions for our industry for the next six months:



The least-understood benefits our customers have gotten/can get from our product or service are:



I have these predictions for our customers' industry for the next six months:



Here are the biggest reasons prospects *don't* purchase our product/service:



These are the biggest challenges we've had as a company in the last three months: