

A man with a beard and a black cap with the word 'LEGENDARY' on it is smiling and speaking into a microphone. He is standing in front of a whiteboard with various diagrams and handwritten notes. The entire image has a yellow overlay.

# SHORT FORM VIDEO CONTENT

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**Content Ideas that build  
connection & followers**

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# **A Detailed Business Plan is KEY**

**In Day 5, Dave walked you through the steps of building out your business plan.**

**The key to creating content that builds connection and a following is to create content that speaks directly to the audience you defined in your business plan.**

**We also share a few examples in a variety of different niches. Check them out, create your own, and then start creating content your ideal audience will love!**

# 6 Content Ideas Any Digital Marketer Can Use

## 1. Tell Your Story

We can't expect someone to want to follow us just to buy something.

Remember social media is meant to be, well...SOCIAL.

Let your audience know who you are, what you love, dislike, and what your story is.

## 2. Share Your Favorite Tips, Hacks, & Tricks

Value is KING. Don't worry about sharing too many tips for free.

Give your audience a quick shot of information, a piece of value they can use and implement immediately.

This will continue to foster trust with you.

## 3. Day In The Life Content

What does your day look like? Give your audience tiny glimpses of what you do, how, when, and weave in your business and personal things you enjoy that your ideal audience would relate to as well.

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## 4. Motivational Content

What gets you pumped? What helps you stay in the right mindset that your ideal audience would relate to. Add in your own branding as you share a motivational quote or duet a motivational video that your ideal audience would love.

## 5. Answer Common Questions From Your Niche

Here's another way to provide VALUE to your ideal audience. Sure the question has been answered somewhere online, but no one will deliver like YOU. Use this to continue to create authority and trust with your ideal audience.

## 6. Walk-Thrus Of Apps, Courses, & Products

Share apps, software, courses, and/or products you love by showcasing tips for best practices, signing up, unboxing of products. Anything that showcases the benefits or ease of what you are recommending. This works in any niche for any audience. Whatever you choose to promote, show it in action!