

THE SOCIAL CONTENT STARTER KIT.

30 days of content ideas, AI prompts and practical tools
to help your brand show up consistently online.



FOR FOUNDERS WHO ARE TIRED OF STARTING FROM A BLANK SCREEN

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YOU DON'T HAVE A CONTENT PROBLEM. *You have a decision problem.*

Almost nobody is stuck because they can't write a caption. They're stuck because every single post starts with the same question — *what do I post today?* — and answering it from scratch, every time, is exhausting. So posting slips. Then it stops.

This kit removes the decision. It gives you the handful of things worth saying about your business, 30 specific ideas to say them with, and the prompts to get AI doing the boring half properly. Work through it once and you'll have a month of content mapped out. Use it as a system and you'll have a repeatable week.

We're LOUD Social & Co, an Australian agency doing social, content, Meta ads, branding and email. We wrote this because we use it. Nothing in here is held back for paying clients.

You post in bursts, then disappear for three weeks

Your content takes hours and still feels average

You use ChatGPT or Claude and get generic mush back

Your feed doesn't look like your brand yet

HOW TO USE IT

Do sections 01 and 02 with a coffee and a notebook — about 40 minutes. Then keep 03 and 04 open while you work. The briefs and checklists are the bits you'll come back to every week.

01

— THE FOUNDATIONS

SEVEN THINGS THAT DECIDE WHETHER CONTENT WORKS.

Skip these and you'll be posting for the sake of it. Answer them once and every future post gets faster, because you're choosing from a shortlist instead of a blank page.

"Consistency isn't posting daily. It's being recognisable every time you turn up."

A SPECIFIC AUDIENCE.

"Women 25–45" is not an audience, it's a census bracket. Pick the person who buys most often and describe their situation: what they're trying to do this month, what they've already tried, what they're sceptical about.

A POSITION YOU CAN DEFEND.

What do you want to be known for that a competitor would struggle to claim? If your positioning could be swapped onto three other businesses in your category, it isn't one yet.

CONTENT PILLARS.

Four or five themes you return to, so your feed builds one argument instead of 30 unrelated ones. Section 02 builds yours.

A VISUAL IDENTITY THAT REPEATS.

Same two fonts, same colours, same crop logic, same treatment on every hook. Recognition comes from repetition, not variety.

ONE JOB PER POST.

Reach, trust, or revenue. A post trying to do all three does none. Decide the job before you write, and judge the post against that job only.

A CALL TO ACTION WORTH FOLLOWING.

"Link in bio" is a location, not a reason. Tell them what happens next and what they get: *"Send me the word PLAN and I'll send the checklist."*

— THE SEVENTH, AND THE ONE PEOPLE SKIP

SUSTAINABLE FREQUENCY BEATS HEROIC FREQUENCY.

Three good posts a week for a year will out-perform daily posting for six weeks followed by silence. Pick the number you can hit in your worst week, not your best one. The algorithm rewards the pattern you keep, and so does your audience.

THREE SENTENCES THAT MAKE EVERY FUTURE POST EASIER.

Fill these in now, roughly. You'll refine them later — a rough answer you use beats a perfect one you never write. Type into the fields or print the page and use a pen.

Worked example — a Brisbane physio clinic: *"We're talking to runners training for their first half marathon who keep getting injured and blame their shoes. We want to be known as the clinic that fixes the cause, not the sore bit. We want them to book a running assessment."*

WE'RE TALKING TO...

Who they are and what they're trying to do

WE WANT TO BE KNOWN FOR...

The thing a competitor couldn't claim

WE WANT THEM TO...

The one action worth asking for

02

— CONTENT PILLAR BUILDER

FOUR OR FIVE THEMES, *on repeat.*

Pillars are not categories for the sake of tidiness. They're the arguments your business needs to win before someone buys — turned into things you can post about forever.

THE METHOD.

1. List every objection, question and misconception you hear before someone buys.
2. Group them. Most businesses land on four or five natural clusters.
3. Name each cluster as a job, not a topic. "Educate" is a topic. "Prove it isn't a gimmick" is a job.
4. Add one pillar for personality — the reason people follow rather than just read.
5. Give each pillar a rough share of your month. They don't post equally.

RULE OF THUMB

Roughly 40% teaching, 20% proof, 20% personality, 20% selling. If selling is under 15% you're running a hobby; over 35% and you're running an infomercial.

EXAMPLE • PRODUCT BRAND (SKINCARE)

Decode it	35%
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Ingredients and claims in plain English

Show the results	20%
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Real customers, unedited, over time

Inside the range	20%
-------------------------	-----

Why six products, not sixty

The people	15%
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Founder, lab, packing bench

Buy this one	10%
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Direct, specific, occasional

Money mistakes 35%

The expensive things clients do by default

Deadline radar 20%

What's due, what changed this year

Client wins 20%

Anonymised numbers, real outcomes

How we work 15%

Process, fees, what to expect

Take a spot 10%

Onboarding windows, capacity

Market read 30%

What this week's data actually means

Deal diary 25%

Inspections, offers, what happened

Myth-busting 20%

Advice that costs buyers money

Off duty 15%

Life, opinions, the person

Work with me 10%

Who it suits, who it doesn't

 YOUR PILLARS

PILLAR 01 – NAME / THE JOB IT DOES / SHARE OF MONTH

e.g. Decode it — kills the 'is this worth it?' objection — 35%

PILLAR 02

Name — job — %

PILLAR 03

Name — job — %

PILLAR 04

Name — job — %

PILLAR 05 (OPTIONAL)

Name — job — %

THE PILLAR YOU'RE SECRETLY AVOIDING, AND WHY

Usually ‘selling’ or ‘being on camera’

03

— THE 30-DAY PLAN

THIRTY IDEAS, *already decided.*

Each one has a format, a concept, a hook to open with and a call to action to close with. Swap the industry details for yours. Don't post all 30 in 30 days unless that's genuinely your cadence — take the 12 that fit and spread them across a month.

FILTER BY WHAT YOU'VE GOT TIME TO MAKE.

Hooks are written to be said out loud. If it feels awkward in your mouth, it'll read as copywriting on the screen.

01	REEL • 20–30 SEC The mistake you see every week	<i>"Nine out of ten people get this wrong, and it's costing them money."</i> CTA — COMMENT FIX AND I'LL SEND YOU THE ONE-PAGE VERSION
02	CAROUSEL • 6 SLIDES Before / after of something you improved — with the reasoning on each slide	<i>"Same budget. Same product. Here's what changed."</i> CTA — SAVE THIS FOR YOUR NEXT PLANNING SESSION
03	STORIES • 3 FRAMES + POLL Let them choose between two real options you're deciding on today	<i>"Genuinely can't pick. You decide."</i> CTA — VOTE, THEN WATCH US DO IT
04	REEL • TALKING HEAD Why you started — the specific moment, not the origin-story montage	<i>"I quit a job I was good at because of one Tuesday afternoon."</i> CTA — FOLLOW FOR THE REST OF THE BUILD
05	CAROUSEL • 4 SLIDES A customer's actual message, then what you did about it	<i>"This landed in our inbox on Monday. Slide two is what we did."</i> CTA — DM US YOUR VERSION OF THIS PROBLEM
06	REEL • SCREEN RECORD Show the tool or process you use, at normal speed, with your commentary	<i>"This takes four minutes and saves me about six hours a month."</i> CTA — STEAL THE SETUP — LINK IN BIO
07	STORIES • Q&A BOX Answer the three questions you're asked most, one frame each	<i>"Ask me the thing you're too embarrassed to Google."</i> CTA — SEND YOUR QUESTION, I'LL ANSWER TOMORROW
08	CAROUSEL • 8 SLIDES The checklist you use internally, published in full	<i>"Our internal checklist. Nothing removed."</i> CTA — SAVE IT BEFORE YOU NEXT BRIEF SOMEONE
09	REEL • B-ROLL + TEXT A result with the timeline attached — what changed in week one vs week six	<i>"Week one looked like nothing was happening."</i> CTA — READ THE FULL BREAKDOWN IN THE CAPTION

10	STORIES · BEHIND THE SCENES	Film the unglamorous middle of your process — packing, prepping, setting up	<i>"The part nobody puts on the website."</i> CTA — REPLY WITH A 🧐 IF YOU WANT THE FULL TOUR
11	CAROUSEL · 5 SLIDES	Myth vs what's actually true, one per slide, in your category	<i>"Four things your last provider told you that aren't true."</i> CTA — SEND THIS TO WHOEVER NEEDS IT
12	REEL · 15 SEC	One tip, one take, no intro. Start mid-sentence.	<i>"...and that's why your photos look flat in the feed."</i> CTA — TRY IT ON YOUR NEXT POST AND TELL ME
13	STATIC OR CAROUSEL	Something that didn't work, and the decision you made because of it	<i>"We killed a product that was selling. Here's why."</i> CTA — TELL ME THE THING YOU'RE HOLDING ONTO TOO LONG
14	STATIC · QUOTE CARD	A review, typeset properly — with your reply underneath it	<i>"We didn't ask for this one."</i> CTA — BOOK IN THROUGH THE LINK IF YOU WANT THE SAME
15	REEL · DAY IN THE LIFE	Three hours of a real work day, cut to 25 seconds, with the times on screen	<i>"6:40am to 9:15am, unedited order."</i> CTA — FOLLOW ALONG FOR THE REST OF THE WEEK
16	CAROUSEL · 6 SLIDES	"Who this is for / who it isn't" — genuinely disqualify people on slide four	<i>"If you're any of these three things, don't book."</i> CTA — STILL HERE? THE LINK IS IN THE BIO
17	STATIC · DATA POINT	One number from your own business, with the story behind it	<i>"67% of our enquiries come from one thing we nearly stopped doing."</i> CTA — GUESS WHICH ONE IN THE COMMENTS
18	STORIES · TAKEOVER	Hand the camera to a team member for an hour	<i>"Not the founder today."</i> CTA — ASK THEM ANYTHING IN THE REPLY BOX
19	REEL · LISTICLE	Three things to check before you spend money on the thing you sell	<i>"Before you spend a cent, check these three."</i> CTA — SAVE IT, YOU'LL WANT IT LATER
20	CAROUSEL · 7 SLIDES	Your opinion on something your industry does badly, argued properly	<i>"Unpopular, but I'll die on this hill."</i> CTA — AGREE OR TELL ME I'M WRONG

21	STATIC OR REEL One product or service, one job it does, one price	<i>"This one thing, \$X, and here's exactly what you get."</i> CTA — TWO SPOTS LEFT THIS MONTH — LINK IN BIO
22	REEL • TREND FORMAT Use a current audio, but make the joke about your customers' real frustration	<i>"POV: it's 4:58pm and the invoice still isn't right."</i> CTA — TAG THE PERSON THIS HAPPENS TO
23	CAROUSEL • 5 SLIDES Answer the question people ask right before they buy	<i>"The question everyone asks on the call, answered here instead."</i> CTA — ANY MORE QUESTIONS? COMMENTS ARE OPEN
24	STORIES • COUNTDOWN Something genuinely closing — a shoot date, an intake, stock	<i>"Closing Friday, and I'm not reopening until March."</i> CTA — TAP THE COUNTDOWN TO GET REMINDED
25	CAROUSEL • CASE STUDY Problem, what you tried, what worked, what it cost	<i>"They came to us after two agencies. Here's what was actually broken."</i> CTA — WANT THE SAME READ ON YOUR BUSINESS? DM US
26	REEL • TALKING HEAD The advice you'd give yourself two years ago, with the cost attached	<i>"This lesson cost me about eleven grand."</i> CTA — WHAT'S YOURS? COMMENTS
27	STATIC • GLOSSARY Three bits of industry jargon translated into plain English	<i>"If someone says this to you, here's what they actually mean."</i> CTA — SAVE IT FOR YOUR NEXT QUOTE
28	STORIES • THIS OR THAT Five quick polls about preferences in your category — then post the results	<i>"Five questions, be honest."</i> CTA — RESULTS TOMORROW, THEY SURPRISED ME
29	CAROUSEL • 6 SLIDES Everything someone gets when they work with you, itemised like a receipt	<i>"What you're actually paying for, line by line."</i> CTA — ENQUIRE IF THE MATHS WORKS FOR YOU
30	REEL OR STATIC Month in review — what you shipped, what you learned, what's next	<i>"Thirty days, three wins and one thing I'd redo."</i> CTA — TELL ME WHAT YOU WANT MORE OF NEXT MONTH



@yourbrand

DAY 01 · REEL

**NINE OUT OF
TEN PEOPLE
GET THIS
WRONG.**

@yourbrand The mistake isn't the budget. It's what you spend it on first. Comment FIX and I'll send the one-pager.

HOW TO USE THE HOOKS

The hook belongs in three places: the first line of on-screen text, the first two seconds of what you say, and the first line of the caption. Same words each time. If someone watches with the sound off, reads only the caption, or sees only the cover — they should get the same promise.

And if you can't deliver on the hook in the post, change the hook. Over-promising is the fastest way to teach people to scroll past you.

04

— AI PROMPT LIBRARY

FIFTEEN PROMPTS THAT PRODUCE *usable* WORK.

The reason AI gives you generic content is that it's been given a generic brief. Every prompt here carries context, constraints and a required output format. Replace the square brackets before you send it.

"Treat it like a junior copywriter, not a vending machine."

COPY, FILL THE BRACKETS, SEND.

Paste your three sentences from section 01 at the top of any chat first. Everything after that gets sharper.

01 BUILD CONTENT PILLARS

COPY

Use once, at the start. Keep the answer — it feeds every other prompt.

You are a social media strategist who has worked on both challenger brands and category leaders. I run [BUSINESS NAME], which sells [PRODUCT OR SERVICE] to [TARGET AUDIENCE]. Our brand personality is [BRAND PERSONALITY] and our primary objective for the next 90 days is [PRIMARY OBJECTIVE].

Here is what customers ask, doubt or misunderstand before they buy: [LIST THE OBJECTIONS AND QUESTIONS YOU ACTUALLY HEAR].

Propose 5 content pillars. For each one give me:

1. A name of 1–3 words that sounds like our brand, not like a marketing textbook
2. The commercial job it does (what it makes the audience believe, or do)
3. The objection or question it answers
4. A suggested share of the monthly calendar as a percentage, totalling 100
5. Six example post ideas specific to our business, not generic templates

Rules: no pillar may be a format (Reels, carousels). No pillar may be called "Educate", "Inspire" or "Engage". At the end, tell me which pillar we will find hardest to sustain and what to do about it.

02 MONTH OF CONTENT, PLANNED

COPY

Run at the start of each month. Paste your pillars in first.

Act as my content planner. Business: [BUSINESS NAME], selling [PRODUCT OR SERVICE] to [TARGET AUDIENCE]. Tone: [BRAND PERSONALITY]. Objective this month: [PRIMARY OBJECTIVE].

My pillars and their share of the month: [PASTE PILLARS].

Known dates and events this month: [LAUNCHES, PROMOS, SEASONAL EVENTS, CLOSURES].

Realistic capacity: [NUMBER] posts a week, and I can film [HOW OFTEN].

Build a calendar as a table with these columns: date, pillar, format (Reel / carousel / static / story), the specific concept in one sentence, the hook line, the call to action, and what has to be created to make it.

Constraints: cluster anything that needs filming into [NUMBER] shoot days. No more than one selling post in any five. Every week must include at least one post that would still make sense to someone who has never heard of us. Flag any post that depends on an asset I don't have yet.

03 REEL CONCEPTS WORTH FILMING

[COPY](#)

When you have a shoot day and no ideas.

Give me 10 Reel concepts for [BUSINESS NAME], which sells [PRODUCT OR SERVICE] to [TARGET AUDIENCE]. Brand personality: [BRAND PERSONALITY].

Constraints I actually have: [WHO CAN BE ON CAMERA, WHERE YOU CAN FILM, HOW MUCH TIME, WHAT GEAR].

For each concept give me: the format (talking head, b-roll with text, screen recording, demo, POV, interview), the single idea in one sentence, the on-screen hook in under nine words, what needs filming as a shot list of 3–5 shots, the length in seconds, and which pillar it serves.

Rank them by how likely each is to reach people who don't follow us yet, and tell me honestly which three are not worth the effort and why.

04 REEL SCRIPT, SPOKEN NOT WRITTEN

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Feed it one concept at a time.

Write a script for a [LENGTH IN SECONDS] Reel for [BUSINESS NAME]. Concept: [CONCEPT]. Audience: [TARGET AUDIENCE]. Personality: [BRAND PERSONALITY]. The post's job is [REACH / TRUST / SALES].

Format the script as a table: timecode, what I say, what's on screen (text overlay), what's being filmed.

Rules: the first line must land in under two seconds and must not be "hi guys" or a greeting of any kind. Write for the way people actually speak – contractions, short sentences, one idea per line. No sentence over 14 words. Include one line where I pause for effect. End with a call to action that gives a reason, not just an instruction.

Then give me three alternative opening lines with a note on which audience each would stop.

05 CAROUSEL THAT GETS SAVED

[COPY](#)

Saves are the metric that matters here.

Write a [NUMBER]-slide carousel for [BUSINESS NAME] on the topic [TOPIC], for [TARGET AUDIENCE]. Personality: [BRAND PERSONALITY].

For each slide give me: the headline (max 8 words), the body copy (max 30 words), and a note on what should be shown visually.

Structure: slide 1 is the promise, slide 2 names the problem in the reader's own words, the middle slides each deliver one usable idea, the second-to-last slide is the summary worth screenshotting, and the last slide is the call to action.

Rules: every middle slide must be usable on its own. No slide may say "let's dive in", "in today's post" or "stay tuned". The reader should be able to act on this without buying anything from us. Finish with the caption, opening with the same promise as slide 1.

06 HOOKS, 20 AT A TIME

[COPY](#)

The highest-leverage 30 seconds in your week.

I'm making a post about [TOPIC] for [TARGET AUDIENCE]. The brand is [BUSINESS NAME], personality [BRAND PERSONALITY]. The post delivers [WHAT THE VIEWER GETS].

Write 20 hooks, grouped by type: 5 that state a specific number or result, 5 that contradict something the audience believes, 5 that name a frustration they'd recognise word for word, and 5 that create an open loop.

Rules: under nine words each. No questions that can be answered "no". No "are you struggling with". Australian English. Nothing that over-promises what the post delivers.

Then pick the three strongest, and for each, tell me what the first frame of the video or the first slide would need to look like for the hook to land.

07 CAPTIONS IN YOUR VOICE

[COPY](#)

Train it once by pasting your three best captions.

Here are three captions I've written that sound like us: [PASTE THREE CAPTIONS].

Study the rhythm, sentence length, vocabulary and level of formality. Do not copy the content. Write a style guide of 6 rules describing how this brand writes, including two things it never does.

Then write a caption for this post: [DESCRIBE THE POST]. Audience: [TARGET AUDIENCE]. Objective: [PRIMARY OBJECTIVE]. Length: [SHORT / MEDIUM / LONG].

Structure it as: hook line, one line of white space, the substance, then the call to action. Australian spelling. No hashtag block, no emoji unless my examples used them, no "we're so excited to announce".

08 ONE IDEA INTO NINE PIECES

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The reason agencies seem to post more than you do.

Here is one idea: [YOUR IDEA, OR PASTE AN ARTICLE / TRANSCRIPT]. Business: [BUSINESS NAME], audience [TARGET AUDIENCE], personality [BRAND PERSONALITY].

Turn it into nine distinct pieces of content, not nine rewordings:

1. A Reel that argues the point
2. A Reel that demonstrates it instead of explaining it
3. A carousel that teaches the method
4. A static post with the single most quotable line
5. Three story frames, including one poll
6. A post arguing the opposite case, fairly
7. A post about who this doesn't apply to
8. A behind-the-scenes angle on how we learned it
9. A soft selling post connecting it to [PRODUCT OR SERVICE]

For each: the format, the hook, and one sentence on the angle. Then tell me the order to publish them in over three weeks, and why that order.

09 SELLING WITHOUT THE CRINGE

COPY

For launch weeks and quiet months.

I need to sell [PRODUCT OR SERVICE], priced at [PRICE], to [TARGET AUDIENCE]. Brand personality: [BRAND PERSONALITY]. What makes it genuinely different: [THE REAL DIFFERENCE]. What it is not right for: [WHO SHOULD NOT BUY].

Write 5 promotional posts that a sceptical person would still respect:

1. A post that disqualifies the wrong buyer before it sells to the right one
2. A post built entirely on a customer's own words
3. A post that shows the process rather than the outcome
4. A post that answers the most common objection head-on
5. A direct offer post with a real reason to act now

For each: hook, caption, call to action, and the format. Rules: no false scarcity, no "limited spots" unless I've said the limit is real, no hype adjectives, no countdown language. Australian English.

10 REPURPOSE A BLOG, EMAIL OR VIDEO

COPY

Your back catalogue is a content library nobody has read.

Here is an existing piece of content: [PASTE BLOG, NEWSLETTER OR VIDEO TRANSCRIPT].

Act as an editor. First, tell me the three strongest ideas in it and the one line most worth quoting. Be blunt about what's filler.

Then turn the strongest idea into: one Reel script (under 30 seconds), one carousel outline, one short-form caption, and one story sequence of three frames. Keep the specifics – numbers, names, examples – because they're what makes it ours rather than generic.

Audience: [TARGET AUDIENCE]. Personality: [BRAND PERSONALITY]. Flag anything in the original that's out of date or that we shouldn't claim publicly.

11 WHY THAT POST FLOPPED

COPY

Do this monthly, not after every post.

A post underperformed and I want a diagnosis, not reassurance.

The post: [DESCRIBE IT, PASTE THE CAPTION AND HOOK]. Format: [FORMAT]. It was meant to do [REACH / TRUST / SALES].

The numbers: reach [X], average watch time or time spent [X], saves [X], shares [X], comments [X], profile visits [X].

For comparison, a typical post of ours gets: [YOUR USUAL NUMBERS].

Work through it in order: was it a reach problem (few people saw it), a hook problem (they saw it and didn't stop), a payoff problem (they stopped and didn't stay), or an action problem (they stayed and didn't act)? Use the numbers to justify which one, and say if the numbers can't tell us.

Then give me three specific changes for the next attempt, and one thing worth keeping.

12 A CAMPAIGN CONCEPT, NOT A POST

[COPY](#)

For launches, seasons and anything with a date on it.

Act as a creative director. Brief: **[BUSINESS NAME]** is launching **[PRODUCT OR SERVICE / EVENT]** on **[DATE]** to **[TARGET AUDIENCE]**. Objective: **[PRIMARY OBJECTIVE]**. Budget reality: **[WHAT YOU CAN ACTUALLY PRODUCE]**. Brand personality: **[BRAND PERSONALITY]**.

Give me three campaign concepts. Each needs: a name, the single idea in one sentence, the line that carries it, why this audience will care, how it shows up across feed, stories and ads, and the one asset the whole thing depends on.

Make the three genuinely different: one built on a strong point of view, one built on a demonstration or proof, one built on the customer's own voice. Then recommend one and defend the choice in three sentences, including what we'd be giving up.

13 BRIEF A DESIGNER PROPERLY

[COPY](#)

Vague briefs are why revisions blow out.

Turn this into a designer's brief: **[WHAT YOU NEED MADE]**. Business: **[BUSINESS NAME]**. Audience: **[TARGET AUDIENCE]**. Brand personality: **[BRAND PERSONALITY]**. Where it will be used: **[PLACEMENT AND SIZES]**. Deadline: **[DATE]**.

Write it under these headings: the job this asset does, the single message, the hierarchy (what must be read first, second, third), copy to set, assets supplied, format and dimensions, what to avoid, two references with a note on what specifically to take from each, and the approval process.

Keep it under one page. Write it so a designer who knows nothing about us could start without a phone call, and end with the three questions they're most likely to ask so I can answer them upfront.

14 BRIEF A UGC CREATOR

[COPY](#)

Good creators deliver to the brief. Bad briefs make good creators look bad.

Write a UGC creator brief for **[BUSINESS NAME]**. Product or service: **[PRODUCT OR SERVICE]**. Audience: **[TARGET AUDIENCE]**. Personality: **[BRAND PERSONALITY]**. Deliverables: **[E.G. 2 VIDEOS, 3 PHOTOS]**. Usage: **[ORGANIC ONLY / PAID ADS / HOW LONG]**. Budget: **[FEE]**.

Include: the one thing the content must make a viewer believe, three hook options they can choose from, a loose shot list, what must be said or shown for compliance, what to avoid (over-produced, scripted, brand-voice-y), technical specs (vertical, native camera, no filters, good audio), and delivery format and date.

Then write a short "why we picked you" paragraph I can personalise, and the three most common ways this kind of brief goes wrong so I can prevent them.

Concepts to test, not one ad to hope on.

Act as a performance creative strategist. Business: [BUSINESS NAME], selling [PRODUCT OR SERVICE] at [PRICE] to [TARGET AUDIENCE]. Objective: [PRIMARY OBJECTIVE]. Monthly spend: [BUDGET]. What has worked organically so far: [YOUR BEST ORGANIC POSTS]. Main objections: [OBJECTIONS].

Give me 6 Meta ad concepts to test, each built on a different angle: problem-agitate, demonstration, testimonial, founder-to-camera, comparison, and offer-led.

For each: the concept in one sentence, the hook (first three seconds), the primary text (under 125 characters before the fold), the headline (under 40 characters), the visual direction, and the specific belief it's trying to shift.

Then tell me which two to test first on my budget, what result would make me keep each one, and what a fair test costs before I judge it.

05

— CREATIVE BRIEFING TOOLKIT

FIVE BRIEFS. *Fewer revisions.*

Copy these into a doc and fill them in before you ask anyone — a designer, an editor, a creator, or yourself at 9pm — to make something. Most revision rounds are a briefing problem wearing a creative problem's clothes.

SOCIAL GRAPHIC BRIEF.

THE JOB

What this post is for: reach, trust or revenue. One only.

MESSAGE

The single thing it must communicate, in one sentence.

HIERARCHY

Read first / second / third.

COPY TO SET

Final words. Not "approximately".

ASSETS

Photos, logo files, product shots — with links.

SPECS

1080×1350, safe margins, file type, where it's posting.

AVOID

Anything off-brand or previously rejected.

DUE

Draft date, feedback date, final date.

REEL BRIEF.

CONCEPT

One sentence. If it takes three, it's two Reels.

HOOK

Exact first line, spoken and on screen.

SHOT LIST

3–5 shots, each with location and who's in it.

SCRIPT OR BULLETS

Word-for-word, or the points to hit.

LENGTH

Target seconds. Ruthless about it.

AUDIO

Voice, trending sound, or silent with captions.

TEXT OVERLAYS

What appears, when, and for how long.

CTA

Said out loud and on the final frame.

CAROUSEL BRIEF.

PROMISE

What slide one commits to delivering.

SLIDE COUNT

Usually 5–8. Every slide earns its place.

SLIDE MAP

Headline + body for each, written before design starts.

THE SAVE SLIDE

The one someone screenshots. Mark it.

VISUAL SYSTEM

What repeats: colour, type, layout, numbering.

CAPTION

Opens with the same promise as slide one.

CTA

Final slide and caption. Same ask.

UGC BRIEF.

CREATOR

Name, handle, why them specifically.

DELIVERABLES

How many videos, how many photos, raw or edited.

BELIEF TO SHIFT

What a viewer must think differently afterwards.

HOOK OPTIONS

Three to choose from — never just one.

MUST INCLUDE

Claims, disclaimers, product shown in use.

MUST AVOID

Scripted delivery, brand jargon, over-editing.

SPECS

Vertical, native camera, clean audio, no filters.

USAGE & FEE

Where it runs, for how long, what's paid.

META AD CREATIVE BRIEF.

OBJECTIVE

The campaign objective and the action being bought.

AUDIENCE

Cold, warm or retargeting — and what they already know.

ANGLE

Problem, demonstration, testimonial, founder, comparison or offer.

HOOK

First three seconds, described shot by shot.

PRIMARY TEXT

Under 125 characters before it truncates.

HEADLINE

Under 40 characters.

OFFER

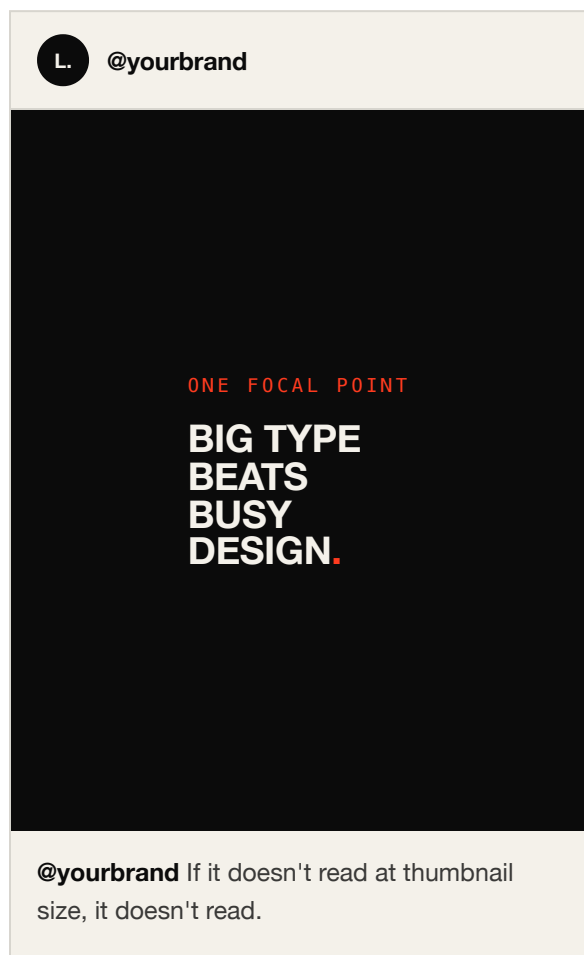
What's being offered and any conditions.

TEST PLAN

What result keeps it running, and what a fair test costs.

TEN THINGS THAT MAKE CONTENT LOOK *professional*.

None of these need a designer. They're the difference between "made by the business" and "made properly", and every one of them is a decision, not a skill.



- ☐ **Image quality**
Shot in good light, exported at full resolution, never a screenshot of a screenshot.
- ☐ **Brand consistency**
Same two fonts, same colours, same treatment as the last ten posts.
- ☐ **Typography**
Two weights maximum. Tight line spacing on headlines, generous on body.
- ☐ **Text hierarchy**
One clear first thing to read. If everything is bold, nothing is.
- ☐ **Mobile readability**
Hold it at arm's length. Still readable? Good. Squinting? Bigger type.

☐ **Safe margins**

Keep type well inside the edges — interface elements and crops eat the outer 12%.

☐ **One focal point**

One subject, one message. Competing elements read as clutter.

☐ **Visible call to action**

On the final frame and in the caption, in the same words.

☐ **Not over-designed**

No gradients, glows, five fonts or stock icons standing in for an idea.

☐ **Export quality**

1080×1350 for feed, 1080×1920 for Reels and stories. Highest quality setting, no compression twice.

07

— THE WEEKLY WORKFLOW

TWO AND A HALF HOURS, *once a week.*

Not two and a half hours of inspiration — two and a half hours of process. Put it in the calendar as a recurring block and treat it like a client meeting, because it is one.

-
- | | | |
|----------------|---|----------------|
| Step 01 | PLAN.
Open your pillars and the 30 ideas. Choose this week's posts — pillar, format and concept only, no writing yet. Check what's happening in the business: anything launching, closing, arriving or selling out. | 20 min |
| <hr/> | | |
| Step 02 | WRITE.
All hooks first, in one go — they're the hardest, and doing them together makes them better. Then captions. Use prompts 06 and 07, then rewrite the first and last line yourself, always. | 35 min |
| <hr/> | | |
| Step 03 | CREATE.
Film everything in one sitting, same outfit or a deliberate change between takes. Design the graphics from one template set. Don't switch between writing and making — the context switch is what burns the hour. | 50 min |
| <hr/> | | |
| Step 04 | SCHEDULE.
Load the week, captions included. Leave one slot empty on purpose for something timely. Run each post past the checklist on the next page before it goes in. | 20 min |
| <hr/> | | |
| Step 05 | ENGAGE.
Ten minutes a day, not one long session: reply to every comment and DM, and leave real comments on ten accounts your customers follow. This is the part that compounds and the first part people drop. | 10 min daily |
| <hr/> | | |
| Step 06 | REVIEW.
Once a month, not weekly. Look at reach, saves, shares and profile visits — not likes. Find your best and worst post and use prompt 11 on both. Then change one thing next month, not five. | 30 min monthly |
-

IF YOU ONLY HAVE AN HOUR

Plan and write two posts (25 minutes), film both back to back (25 minutes), schedule them (10 minutes). Two posts a week that actually go out beat five that sit in drafts. Skip the graphics before you skip the posting.

THE 60-SECOND CHECK.

Run this before anything goes out. It catches the small things that quietly cost you reach, saves and enquiries.

"Would I stop for this if it wasn't mine?"

If the honest answer is no, don't post it. Change the hook and check again — that's usually all it needs.

- ☐ This post has one job, and I know which one
- ☐ The hook works in the first two seconds, with the sound off
- ☐ It belongs to a pillar, not just a good mood
- ☐ The first caption line isn't wasted on a greeting
- ☐ Someone learns, feels or decides something specific
- ☐ The call to action gives a reason, not just an instruction
- ☐ It's readable on a phone at arm's length
- ☐ Type sits inside the safe margins
- ☐ It looks like it came from us — fonts, colours, treatment
- ☐ Spelling and pricing checked, Australian spelling
- ☐ Any claim in it is one I could back up
- ☐ I know what result would make this post a success

IF THIS IS THE FREE ONE, *imagine the paid work.*

Everything in this kit is what we do for clients — just without us doing it. If you'd rather hand it over, that's the whole business: strategy, content, Meta ads, branding and email, run by the person who actually does the work.

We take four clients at a time, which means we say no to work that doesn't fit and we're honest when a project would suit someone else better. If that sounds like the way you'd want it handled, the next step is a 30-minute conversation — not a pitch.

[BOOK A DISCOVERY CALL](#)

[REQUEST A PROPOSAL](#)

Or just reply to the email this came in. We read them all.

WHERE TO FIND US

Website	loudsocialandco.com
Instagram	@loud.socialandco
Email	loudsocialandco@gmail.com
Services	Social · Content · Meta ads · Brand · Email · UGC · Web

COMING NEXT IN THE SERIES

No. 02 — **The Meta Ads Starting Line:** what to run first, what a fair test costs, and how to tell working from lucky.

Follow [@loud.socialandco](https://www.instagram.com/loud.socialandco) to get it.