FRAN MURAD

2026 EDITION

IDEA KIT

90 content ideas that sell

Three months of social media posts, with an example hook for every idea: teach, show, prove, sell and connect, plus a calendar and prompts to adapt them to your business.

WRITTEN BY

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INTRODUCTION

How to use these ideas

Ninety ideas across five types of content, how to mix them so you don't always sound like an ad and how to adapt them to your business in minutes.

The problem is almost never not knowing how to use social media: it's not knowing what to post today. This kit gives you ninety concrete ideas, each with an example hook, for three months of posts without drawing a blank.

The five types

TYPE	WHAT IT'S FOR	IDEAS
Teach	People see you as someone who knows	18
Show	People see how you work and trust you	18
Prove	People see real results	18
Sell	People know what you offer and how to buy it	18
Connect	People identify with you and your brand	18

The mix

If all you do is sell, people stop watching. If you never sell, nobody knows they can buy from you. A simple mix to start: out of every five posts, one of each type. Chapter 6 has a ready-made calendar.

How to adapt an idea

- **Choose the idea** and think about how it looks in your specific business.
- **Rewrite the hook** in your own words and with your product.
- **Choose the format:** short video, carousel, photo with text or story.
- **End with a next step:** comment, message you, save or buy.

ADAPT AN IDEA TO YOUR BUSINESS AI

I have a **industry** business selling **products or services** to **customer**. I want to make a post using this idea: **idea from the kit**. Give me three versions of the hook (first line), the full script or copy for **format** and an ending with a next step. **Tone** tone. Don't make up results, testimonials or data.

HONESTY

Several ideas use results, reviews and cases. Use only real ones, with the customer's permission. If you don't have any yet, start with the teach and show ideas.

01

Teach

Eighteen ideas to share what you know and have your customers see you as a go-to reference.

Teaching is the most direct way to show you know your stuff, without saying “I know”. Every useful tip is a reason to follow you and, when people need what you sell, to think of you.

1. **The most common mistake.** The mistake you see most in your customers and how to avoid it. *Hook: “If you do this with your [product], you're ruining it.”*
2. **Step by step.** How to do something related to your product in three steps. *Hook: “How to [result] in 3 steps.”*
3. **Myth or fact.** A popular belief in your industry, explained. *Hook: “Is it true that [myth]?”*
4. **Before you buy.** What to check before buying something in your industry. *Hook: “Three things to check before buying [product].”*
5. **Glossary.** A word from your industry your customers don't understand. *Hook: “What does [term] mean? I'll explain in 30 seconds.”*
6. **Comparison.** Two options and when each one makes sense. *Hook: “[Option A] or [option B]? It depends on this.”*
7. **Care.** How to make your product last longer. *Hook: “This is how to make your [product] last twice as long.”*
8. **Question of the week.** Answer a real inquiry (without the customer's details). *Hook: “Someone asked me this and the answer will help you too.”*