

## TEMPLATES &amp; DOWNLOADS

# 365 Instagram Content Ideas

Thirty prompts crossed with twelve format lenses gives 360 distinct posts. The full grid, a worked example, and where your own prompts come from.

**How to use this.** A flat list of 365 ideas is useless, because most will not fit your niche. A grid is better: thirty prompts crossed with twelve format lenses is 360 distinct posts you can actually make. Fill the blanks with your own subject, then pull four on filming day. Keep at least thirty unfilmed squares available.

## 1 The twelve lenses

### Formats

- |                                                                         |                                                                   |
|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> The specific how-to                            | <input type="checkbox"/> The cost breakdown                       |
| <input type="checkbox"/> The mistake list                               | <input type="checkbox"/> The kit or tool list                     |
| <input type="checkbox"/> The comparison, with a verdict                 | <input type="checkbox"/> The process, start to finish             |
| <input type="checkbox"/> The before and after                           | <input type="checkbox"/> The opinion you can defend               |
| <input type="checkbox"/> The myth, corrected                            | <input type="checkbox"/> The result, with the method              |
| <input type="checkbox"/> The beginner question you think is too obvious | <input type="checkbox"/> The question asked back to your audience |

## 2 Thirty prompts, any niche

Fill the blanks

- |                                                                                |                                                                          |
|--------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> The thing beginners always get wrong in ____          | <input type="checkbox"/> Something in ____ nobody talks about            |
| <input type="checkbox"/> What I wish I had known before starting ____          | <input type="checkbox"/> The order to do ____ in                         |
| <input type="checkbox"/> The cheapest way to ____                              | <input type="checkbox"/> What to do when ____ stops working              |
| <input type="checkbox"/> The most expensive mistake in ____                    | <input type="checkbox"/> The setting or detail that fixed ____ for me    |
| <input type="checkbox"/> How long ____ actually takes                          | <input type="checkbox"/> How to tell whether your ____ is any good       |
| <input type="checkbox"/> What ____ really costs, itemised                      | <input type="checkbox"/> What a professional does differently in ____    |
| <input type="checkbox"/> Two ways to ____, and which I use                     | <input type="checkbox"/> A thirty-day ____ plan                          |
| <input type="checkbox"/> The one tool worth paying for in ____                 | <input type="checkbox"/> Answering the most common objection about ____  |
| <input type="checkbox"/> What I stopped doing in ____ and why                  | <input type="checkbox"/> The free alternative to ____                    |
| <input type="checkbox"/> A question I get every week about ____                | <input type="checkbox"/> What to buy first, second and third for ____    |
| <input type="checkbox"/> The advice about ____ everyone repeats that is wrong  | <input type="checkbox"/> Reacting to a common claim about ____           |
| <input type="checkbox"/> What ____ looks like when it goes badly               | <input type="checkbox"/> A day of ____, in real time                     |
| <input type="checkbox"/> My exact process for ____                             | <input type="checkbox"/> The numbers behind my ____                      |
| <input type="checkbox"/> The five-minute version of ____                       | <input type="checkbox"/> Fixing a mistake I made publicly in ____        |
| <input type="checkbox"/> What changed between my first attempt at ____ and now | <input type="checkbox"/> What I would do differently starting ____ today |

*Thirty prompts × twelve lenses = 360 posts. You will run out of weeks first.*

### 3 One prompt, twelve posts

Worked example

| Lens              | "What beginners get wrong" in home cooking           |
|-------------------|------------------------------------------------------|
| How-to            | How to salt pasta water properly                     |
| Mistake list      | Five things beginners get wrong with rice            |
| Comparison        | Nonstick versus steel for a beginner, with a verdict |
| Before and after  | The same curry, made wrong then right                |
| Myth              | Searing does not seal in juices                      |
| Beginner question | How do you know when oil is hot enough?              |
| Cost breakdown    | What a starter kitchen actually costs                |
| Kit               | Three tools worth buying, one to skip                |
| Process           | Prepping a week of dinners, start to finish          |
| Opinion           | Recipe measurements are why people quit cooking      |
| Result            | Thirty days cooking at home, and what it cost        |
| Question          | Which dish did you give up on?                       |

### 4 Where your own prompts come from

Sources

- ☐ **Your DMs and comments.** Every question is a post, and someone already wanted it
- ☐ **Search autocomplete.** Instagram, Google and YouTube. Real phrases real people typed
- ☐ **Your own best posts.** Rank the last thirty by follows gained. The top three are the brief
- ☐ **Adjacent creators' outliers.** Not their average posts, the one that clearly overperformed
- ☐ **Seasonal rows.** Festival and wedding season, new financial year, end-of-year retrospectives

Influking matches creators with brands, and handles the brief, approvals and on-time payment.