

200+ CONTENT IDEAS THAT INSPIRE

Creating content doesn't have to be complicated. Challenge yourself with this list: pick one idea a day, and whatever it is and **just do it!** That's 200+ days of content ready and waiting for you. Don't overthink it, don't wait for the "perfect" idea. Simply choose the first one that sparks something and run with it. Let your creativity flow, keep it simple, and remember... **done is always better than perfect.**

50 VIRAL POVS:

- **POV:** You thought *[thing you've been struggling with]* was impossible until you did *[simple action that led to success]*.
- **POV:** You finally stopped *[bad habit]*, and everything changed.
- **POV:** You're about to *[big moment/decision]*, and everyone is telling you not to.
- **POV:** You've been dreaming about *[goal/achievement]*, and now it's finally happening.
- **POV:** You chose *[unconventional choice]*, and no one believed it would work.
- **POV:** You realize that *[thing you once feared]* isn't so scary after all. .
- **POV:** You thought *[struggle]* would break you, but it actually made you stronger.
- **POV:** You quit *[old habit]*.
- **POV:** You tried *[unique strategy]*.
- **POV:** You went from *[past struggle]* to *[current success]*, and it still doesn't feel real.
- **POV:** You're doing *[new routine/habit]*.
- **POV:** You look around and realize you're living the life you used to wish for.
- **POV:** You thought *[thing you avoided]* would be scary, but it ended up being *[positive outcome]*.
- **POV:** You're in the middle of *[big change]*, and no one believed you'd actually go through with it.
- **POV:** You stopped listening to *[negative opinions]*.
- **POV:** You're standing in the exact spot you used to dream about.
- **POV:** You realized that *[thing you used to worry about]* wasn't holding you back after all.
- **POV:** You took the risk, and now everyone's asking, "How did you do it?"
- **POV:** You decided to start fresh, and suddenly *[unexpected good thing]* started happening.
- **POV:** You took one step back just to take three steps forward.
- **POV:** You almost quit on *[specific goal]*.
- **POV:** You finally chose *[self-care/boundary]*.
- **POV:** You're about to say yes to *[big opportunity]*.



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50 VIRAL POVS continued:

- **POV:** You're in a room full of people, but you're the only one who sees *[truth/realization]*.
- **POV:** You took *[a leap of faith]*.
- **POV:** You stopped caring about *[external validation]*.
- **POV:** You chose *[unpopular decision]*.
- **POV:** You chose yourself over *[external pressures]*, and now *[unexpected benefit]*.
- **POV:** You're right at the beginning of *[big change]*, and it feels like *[emotion]*.
- **POV:** You've been at this forever, and suddenly, *[unexpected breakthrough]*.
- **POV:** You took *[radical action]*, and it's paying off big time.
- **POV:** You're doing *[something everyone's afraid of]*.
- **POV:** You tried *[something people said would fail]*.
- **POV:** You quit trying to please everyone, and now you're attracting your people.
- **POV:** You're doing what you love and making a living from it.
- **POV:** You ditched *[common strategy]* for good, and now *[unexpected benefit]*.
- **POV:** You stopped stressing about *[thing that didn't matter]*.
- **POV:** You're doing *[something totally outside the box]*, and it's working.
- **POV:** You took a break from *[popular advice]*.
- **POV:** You walked away from *[safe option]*.
- **POV:** You stopped following the trends, and now you are the trend.
- **POV:** You're out here living the life that *[past self]* never even imagined.
- **POV:** You stopped shrinking yourself, and now you're taking up all the space.
- **POV:** You started *[something everyone said was crazy]*.
- **POV:** You're the only one doing *[bold strategy]*, and now people are copying you.
- **POV:** You took *[unpopular route]*, and now your inbox is blowing up.
- **POV:** You stopped waiting for permission, and now *[unexpected opportunity]* is showing up.
- **POV:** You turned your biggest fear into your biggest flex.
- **POV:** You're the one who went all in on *[risky move]*, and now people want to know how.
- **POV:** You finally went for *[dream you kept putting off]*.



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50 VIRAL HOOKS

- **Hook:** Here's what happened when I finally *[made a change/took action]*.
- **Hook:** I stopped *[popular habit]*, and you'll never guess what happened next.
- **Hook:** If you're feeling stuck, this is why.
- **Hook:** I know everyone says *[common advice]*, but I'm doing *[opposite strategy]*.
- **Hook:** This is for you if you're tired of *[problem/frustration]*.
- **Hook:** I can't believe no one's talking about this, but here's the truth.
- **Hook:** Everyone told me *[advice]*, but I did *[opposite move]* instead.
- **Hook:** If you keep *[common mistake]*, here's what will happen.
- **Hook:** I ignored *[common advice]*, and here's what changed.
- **Hook:** Stop trying to *[thing everyone's doing]*—try this instead.
- **Hook:** What no one's telling you about *[specific problem]*.
- **Hook:** I know you've heard *[common advice]*, but here's what really matters.
- **Hook:** Here's why *[unexpected truth]* is keeping you stuck.
- **Hook:** Why no one's getting results with *[strategy/trend]*.
- **Hook:** This is what I wish someone had told me before I started *[project/goal]*.
- **Hook:** If you want *[desired outcome]*, stop doing *[common behavior]*.
- **Hook:** Here's what everyone gets wrong about *[niche/industry]*.
- **Hook:** I bet no one's told you this about *[popular topic]*.
- **Hook:** Why I'm ditching *[popular trend]* and doing this instead.
- **Hook:** Everyone's doing *[trend/habit]* wrong, here's the right way.
- **Hook:** I'm gonna let you in on a little secret... *[unexpected truth]*.
- **Hook:** You're probably making this mistake, and it's costing you *[big consequence]*.
- **Hook:** Here's what happened when I doubled my prices.
- **Hook:** If you've tried *[popular strategy]* and failed, this is why.
- **Hook:** You don't have to *[thing everyone says]* to get results.
- **Hook:** If you want *[desired result]*, try this instead of *[common advice]*.



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50 VIRAL HOOKS

- **Hook:** I used to believe *[common belief]*, but then *[unexpected thing]* happened...
- **Hook:** I know why you're not seeing results, and it's not what you think.
- **Hook:** I'm about to say something that no one else will...
- **Hook:** You need to hear this if you've been struggling with *[specific problem]*.
- **Hook:** Here's what no one tells you about *[common topic]*.
- **Hook:** If you're still doing *[popular strategy]*, this is for you.
- **Hook:** I used to do *[one thing]*, but everything changed when I tried [opposite thing].
- **Hook:** You won't believe what happened when I did *[controversial move]*.
- **Hook:** If you've been stuck in *[problem]*, try this...
- **Hook:** Most people won't tell you this, but here's what really works.
- **Hook:** If you're scared to *[take action/do something]*, listen up.
- **Hook:** Ever wondered why *[unexpected thing]* is happening? Here's why.
- **Hook:** Here's why I stopped *[popular advice/strategy]* for good.
- **Hook:** If you're trying *[strategy everyone recommends]*, here's what you need to know.
- **Hook:** What happens when you stop doing *[common thing]* for 30 days.
- **Hook:** The #1 mistake you're making if you want *[desired outcome]*.
- **Hook:** Don't make this mistake if you're trying to *[specific goal]*.
- **Hook:** I finally did *[thing you avoided]*, and this is what happened.
- **Hook:** Here's what I wish I knew before I started *[specific journey]*.
- **Hook:** If I could go back, I would change *[one thing you did]*.
- **Hook:** I used to believe *[myth/misconception]*, but here's what's actually true.



200+ CONTENT IDEAS THAT INSPIRE

BONUS: 100 b-roll ideas (background clips)

- Typing on a laptop
- Flipping through a notebook or planner
- Pouring a cup of coffee (bonus points if it's a fancy pour!)
- Scrolling on your phone
- Sipping coffee and looking out a window
- Walking through your workspace or office
- Shuffling papers or organizing your desk
- Highlighting a passage in a book
- Writing out a to-do list
- Turning the pages of a book
- Opening a package or unboxing a product
- Setting up your camera for filming
- Packing up a bag or purse
- Making tea and watching it steep
- Flipping through a stack of magazines
- Adjusting your workspace decor
- Stretching at your desk
- Lighting a candle or turning on a lamp
- Typing on a keyboard
- Tapping your pen on the table, lost in thought
- Adding stickers or sticky notes to a planner
- Watering a houseplant
- Writing a sticky note reminder and placing it somewhere
- Putting on headphones and hitting play
- Browsing through Pinterest or mood boards
- Adding the final touch to a project
- Stacking books on a shelf
- Clicking through tabs on your laptop
- Opening up a journal and writing the date
- Texting on your phone
- Flipping through old photo albums
- Adjusting your ring light or camera setup
- Putting on your glasses to start reading
- Tapping your fingers on a desk or table



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BONUS: 100 b-roll ideas (background clips)

- Tying up your hair into a messy bun
- Opening a fresh notebook and cracking the spine
- Waving hello to the camera
- Making a smoothie and showing off the colors
- Showing a time-lapse of your screen or workspace
- Editing a video clip on your phone
- Reorganizing a drawer or workspace
- Rearranging desk decor or props
- Running your hands through your hair
- Playing with a pen or a stylus
- Checking off a completed to-do list item
- Scrolling through your Instagram feed
- Clicking on your phone screen and opening apps
- Adjusting pillows or cushions on a couch
- Playing with a fidget spinner or stress ball
- Rearranging your bookshelf
- Smoothing out a fresh sheet of paper
- Showing a project before and after shots
- Flipping through color swatches or samples
- Pouring water into a glass jar
- Opening up a fresh pack of sticky notes or pens
- Smiling or laughing to yourself
- Putting away notebooks into a bag
- Tapping your nails on a keyboard
- Spraying a room mist or perfume
- Typing out a script on your phone
- Scrolling through TikTok
- Clicking on a mouse or trackpad
- Adjusting your camera focus and smiling at the screen
- Closing a book with a satisfied expression
- Showing your workspace before and after tidying up
- Opening your laptop and starting to type
- Grabbing a snack or a treat from the kitchen
- Panning over a bookshelf or plant corner



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BONUS: 100 b-roll ideas (background clips)

- Lighting incense or sage
- Holding a cup of coffee in both hands (cozy vibes!)
- Adjusting your workspace chair or seat
- Opening up a fresh planner spread
- Flipping through different color pens or markers
- Checking out your analytics or stats on your phone
- Taking notes from a book or video
- Adjusting your glasses or outfit
- Holding a motivational quote card up to the camera
- Time-lapse of your workspace setup
- Handwriting a thank-you note or letter
- Adding clips to a vision board or Pinterest board
- Tapping your fingers on your desk (deep in thought)
- Showing off your morning coffee routine
- Unpacking your tech or gear for the day
- Setting up a styled shot with your camera
- Decorating your journal or planner with doodles
- Doing a desk setup makeover (before & after)
- Writing down content ideas in a notebook
- Taking off your glasses and rubbing your eyes
- Closing a laptop lid at the end of the day
- Adding finishing touches to your workspace setup
- Flipping through a flip calendar or quote cards
- Snapping a photo of your workspace or setup
- Clicking on a YouTube video to watch a tutorial
- Setting up a timer or alarm on your phone
- Stirring your coffee and watching the swirl
- Taking off a sweater or putting one on
- Showing off your morning routine setup
- Packing up at the end of the workday
- Taking a deep breath and smiling at the camera
- Doing a little victory dance at your desk when you finish a task



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One Last Thing!

Content ideas are literally everywhere. The biggest hack I can give you is this: take anything you're already doing and turn it into a piece of content. Cooking dinner, helping with homework, walking the dog – *it's all content*.

And if you're not sure how to spin an activity into a post, bring it over to your soon-to-be (if not already) BFF, ChatGPT. Ask, *“How can I turn this activity into content for [insert platform] that connects with my [insert niche/business/ideal customer]?”* Then let the conversation between you and Chat guide you into creating your next scroll-stopping piece.

Remember, KISS! **Keep it Stupid Simple**. Don't overthink it. Nine times out of ten, it's the 30-second clip you post on a whim that will outperform the one you spent three hours perfecting.

And if you're ready for even more inspiration + structured prompts, join me inside the Wilder Profits community classroom for **The Attraction Sprint**. You'll never run out of content ideas again.

[Take Me to The Attraction Sprint](#)