



# *40 Video Content Ideas*

by **SARAH Michelle Brown**

# Content-Palooza!

Hey VideoStar (in-the-making) ~

I'm so thrilled that you're here. You know why?

Because even though it can feel scary to start making videos, you're someone who will take the leap.

Use this cheat sheet as a guide for making videos for social media.

It's time to let yourself get inspired about the type of AMAZING content you're gonna make.

Dive on in!

Dream up,

*Sarah*

Sarah Michelle Brown  
Your Virtual Video Director



BUT FIRST...

## A bonus lesson:

Pay attention here.

This is soooooo important:

Whatever content ideas inspire you from the following cheat sheet, at the end of the day, **there are FOUR key elements that your biz videos should aim to achieve:**

1:

**Educate**

2:

**Entertain**

3:

**Inspire**

4:

**Engage**



Any of your videos can achieve ONE of those at a time AND ALL of them at once.

It's all in your approach!

# Ready for the content list?

## Okie, 40 ideas, here you go:

1. “How to” videos
2. Personal stories
3. Product or service reviews
4. Top 10 lists
5. Client testimonials
6. Trends in your field that your audience should know about
7. Behind-the-scenes glimpses of you and your biz
8. Answer frequently asked Qs
9. Share big announcements
10. Host Q&As
11. Demonstrate how your product/service works
12. “A day-in-the-life” videos
13. Build buzz for upcoming announcements
14. Thank your audience
15. Share before + afters
16. Share you POV on a popular topic related to your work
17. Bust myths that your audience believes
18. Film bite-sized tips ‘n’ tricks
19. Ask for feedback on something you’re creating
20. Share why you do what you do
21. Tour your workspace / neighbourhood / town / city
22. Create “your favourite things” videos
23. Announce something BIG + EXCITING
24. Interview experts from other fields who have content your audience would like to hear about
25. “What NOT to do” videos
26. Unbox a product that your audience would love



27. Review something that your audience would be interested in
28. Share your hobbies
29. Share your biz wins
30. Share lessons you learned while starting and/or growing your biz
31. Micro-lessons from the content you actually teach and sell
32. Rookie mistakes your dream clients make
33. Turn your successful blog posts into videos
34. Do case studies / interviews with past clients
35. Share how your product / service is unique
36. Invitations to your upcoming events
37. Seasonal-themed videos (Halloween, holidays, etc)
38. “Offer” videos – announce your offerings, flash sales, etc., in video form
39. Recap your recent biz events, programs, etc.
40. Create creative videos - explore and have fun!

**41. BONUS:**  
**Ask your audience  
what they want to  
learn about from you!**



Okay, now it's **YOUR** turn!

Based on the list, write down **THREE** video content ideas that excite you the most:



**Click here share your top 3  
idea picks with me :-)**

# LET'S WORK TOGETHER

If you're keen to skip the proverbial first date and dive right on into video marriage, then don't let your FEAR stop you. Just head on over and choose the way that YOU want to work with me.

As a filmmaker and video coach, I absolutely LOVE working with (amazing) heart-centred entrepreneurs who are struggling to show their best selves in their videos.

Oh and did I mention, they're feeling completely overwhelmed by the process?

If this sounds like YOU, know that you can start breathing again.

**I'm here to help you learn cool stuff like:**

- Getting CONFIDENT in your videos.
- SHINING on-camera.
- Speaking directly to the heart of your dream clients through video.
- Discovering simple tech solutions that fit YOUR needs.
- Making pressing Record FUN and PROFITABLE!

Fun stuff! If you're ready to take the "eek" out of pressing record, then [CLICK HERE](#) and let's get started!

Dream up,



Sarah Michelle Brown  
Your Virtual Video Director

