# 30 days of post ideas for a small shop

One idea for every day of the month. Each one takes a phone photo and two or three sentences.

| DAY | IDEA | WHAT TO POST |
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| 1 | **Say hello** | Introduce yourself: your name, your shop and why you started it. |
| 2 | **Best seller** | Show your best seller and say in one line why people keep buying it. |
| 3 | **Behind the counter** | A photo of your workspace before opening. No tidying allowed. |
| 4 | **A customer question** | Answer the question you hear most often, in two sentences. |
| 5 | **How it is made** | Show one step of how a product is made, packed or chosen. |
| 6 | **Small win** | Share something good that happened this week, however small. |
| 7 | **Your why** | The moment you decided to open the shop. |
| 8 | **Before and after** | A before-and-after: a display, a repair, an order, a shelf. |
| 9 | **Meet the team** | Introduce one person (or your dog, or your plant). |
| 10 | **Myth buster** | One thing customers often believe about your trade that is not true. |
| 11 | **Price of quality** | Explain what goes into one product so the price makes sense. |
| 12 | **Throwback** | Your first ever sale, first sign or first day. |
| 13 | **Customer love** | A kind message or review, with their permission. |
| 14 | **Tip of the day** | One useful tip related to what you sell. |
| 15 | **New in** | Something new that arrived, with one honest line about it. |
| 16 | **Ask them** | Ask a simple either-or question: this one or that one? |
| 17 | **Local love** | Shout out a neighbouring shop or a local event. |
| 18 | **Mistake you made** | A mistake from your early days and what it taught you. |
| 19 | **Packing an order** | Film your hands packing an order. It is oddly satisfying. |
| 20 | **Favourite tool** | The one tool, machine or supplier you could not live without. |
| 21 | **Gift idea** | Suggest one product as a gift for a specific person. |
| 22 | **Day in the life** | Three photos: morning, midday, closing time. |
| 23 | **How to use it** | Show the best way to use, wear, store or care for a product. |
| 24 | **Numbers** | A fun number: cups poured, orders sent, years open. |
| 25 | **Your values** | One thing you will always do, or never do, in your shop. |
| 26 | **Sneak peek** | A blurry or cropped look at something coming soon. |
| 27 | **Thank you** | Thank your customers for one specific thing. |

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| 28 | **Reply post** | Turn a good comment or DM into its own post. |
| 29 | **Recommend** | Recommend a book, podcast or place you love. People like people. |
| 30 | **Month recap** | Your month in five photos, and what is coming next. |

**How to use it:** pick any idea, take one photo on your phone, write two or three sentences the way you would say them out loud, and post. Done beats perfect.

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