CONTENT KICKSTART TOOLKIT

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Welcome!

PS
PAM SEINO

Congratulations on grabbing the Content Kickstart Toolkit! This toolkit was created to help you go from “What do I post?” to “I’ve got this!” Whether you’re a seasoned creator or just starting out, this guide will help you level up your content game!

How to Use This Toolkit

1. Start with the **Monthly Content Calendar** to map out your big-picture strategy. Plan themes, launches, campaigns, or seasonal content using the **Content Generator**.

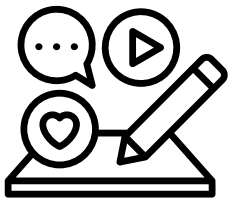
2. Use the **Weekly Content Planner** to break your monthly plan into weekly chunks. Choose content types and platforms, and note any necessary visuals.

3. Rotate through the 20 Content Theme ideas from the **Cheat Sheet**. Mix storytelling, tips, inspiration, and promotional posts.

4. Use the **Repurposing Grid** to take 1 idea and turn it into 5+ pieces of content across platforms.

5. Use **Fill-in-the-Blank Captions** and **CTAs** to grab a quick caption or call to action when you're stuck. Just personalize and post.

6. Use the **Monthly Hashtag** to keep your strategy current and competitive.



01 CONTENT GENERATOR

30-DAY CONTENT CALENDAR GENERATOR AI PROMPT:

"CREATE A 30-DAY INSTAGRAM CALENDAR FOR A [TYPE OF BUSINESS] TARGETING [AUDIENCE], USING A MIX OF [CONTENT TYPES]."

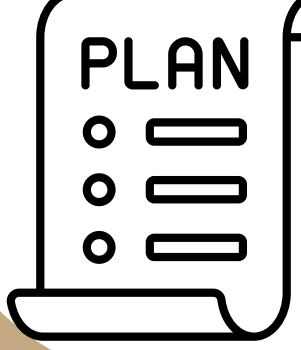
SHORT-FORM VIDEO IDEAS AI PROMPT:

"GIVE ME 7 REELS IDEAS FOR A [BUSINESS TYPE] THAT WILL INCREASE ENGAGEMENT AND SHOWCASE [TOPIC OR PRODUCT]."

QUICK CAPTIONS AI PROMPT:

"WRITE 5 ENGAGING INSTAGRAM CAPTIONS FOR A [TOPIC] POST THAT INSPIRES AND EDUCATES."

02 CONTENT PLANNING TOOLS



REPURPOSING GRID

MONTHLY CONTENT CALENDAR

WEEKLY CONTENT PLANNER

03

POST TEMPLATES - INSTAGRAM CAPTION STARTERS

FILL IN THE BLANK FOR YOUR NICHE:

1. "One thing I wish more people knew about [topic] is _____."
2. "Here's what no one tells you about [your niche or process]..."
3. "If you're feeling [emotion], you're not alone. I used to feel the same way until I discovered _____."
4. "Let's talk about the moment that changed everything for me: _____."
5. "3 quick tips to help you [desired outcome], especially if you're over [age] or just starting out."

03

POST TEMPLATES -

CTA'S THAT DON'T SOUND SALESY

1. "If this resonated, share it with someone who needs it today."
2. "What's your experience with this? I'd love to hear it in the comments."
3. "Bookmark this for the next time you need a reminder."
4. "Tag a friend who would totally relate to this!"
5. "Let me know if you want more posts like this—I read every DM."
6. "Drop an emoji if this gave you something to think about."
7. "Have you ever tried this? Tell me how it went!"
8. "What would you add to this list? I'm always learning too."
9. "Send this to your future self—trust me, you'll want it later."
10. "I'm curious—what's your take on this? Let's talk."

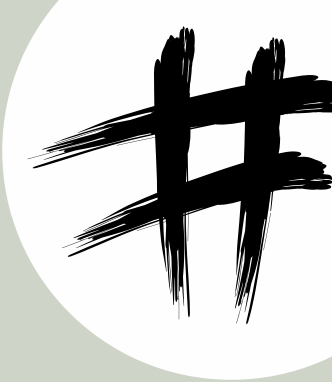
04

HASHTAG RESEARCH TOOLS- ***FREE***

- Display Purposes
  - Clean, easy interface. Generates relevant hashtags without spammy ones.
- Meta Business Suite
  - Free analytics and insights for Instagram & Facebook posts. Offers some data on top-performing hashtags.
- RiteTag (Free tier available)
  - Part of RiteKit. Shows real-time hashtag performance for images and text.
- All Hashtag
  - Free generator, analytics, and creator tools. Great for brainstorming.
- Instagram Native Search
  - Use the Instagram app to search hashtags. It shows related tags and post volume, which helps guide strategy.

04

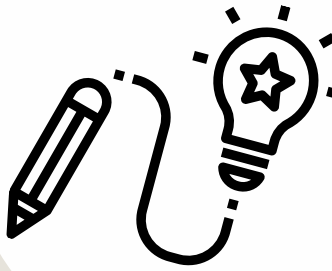
HASHTAG RESEARCH TOOLS- ***PAID***



1. Flick (Paid with free trial)
    a. Designed for Instagram. Offers in-depth hashtag performance analytics and grouping features.
2. Hashtagify (Free limited use, paid full access)
    a. Robust search tool with trend tracking and competitor hashtag research.
3. Later (Paid with limited free use)
    a. Social media scheduler with hashtag suggestions and analytics built in.
4. Keyhole (Paid)
    a. Real-time performance tracking, trending hashtag alerts, and influencer monitoring.
5. Inflact (Paid)
    a. Hashtag suggestions by keyword, URL, or photo. Targeted toward Instagram users.

05

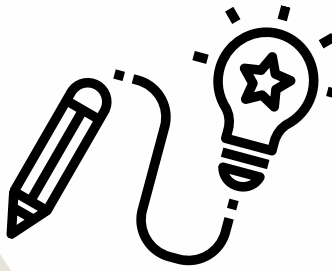
DESIGN / SCHEDULING TOOLS - ***FREE/FREEMIUM DESIGN TOOLS***



- **Canva**
  - Drag-and-drop design with free templates for social media, reels, pins, covers, and more.
- **Adobe Express (formerly Adobe Spark)**
  - Easy-to-use, free plan includes templates, brand kits, and resizing tools.
- **VistaCreate**
  - Canva alternative with animated post options and a generous free plan.
- **Snappa**
  - Fast and simple graphic design platform with free templates for ads, social media, and blog graphics.
- **Piktochart**
    - Great for infographics, reports, and data storytelling—ideal for Pinterest or educational posts.
- **Remove.bg**
  - Free tool for background removal from photos. Great for product posts or clean branding.

05

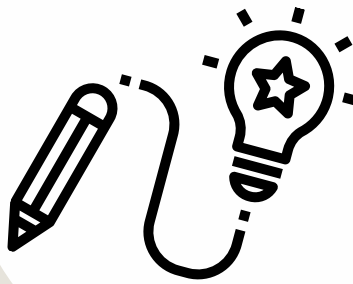
DESIGN / SCHEDULING TOOLS - ***PAID DESIGN TOOLS***



- **Canva Pro**
  - Unlocks premium templates, brand kits, resizing tools, and a massive asset library.
- **Figma (Free for basic use)**
  - More advanced, collaborative design tool—great for teams or developers with visual content needs.
- **RelayThat**
  - Automates consistent branding across dozens of formats. Great for entrepreneurs with limited time.
- **Easil**
  - Graphic design for teams, with lockable brand kits and premium templates.

05

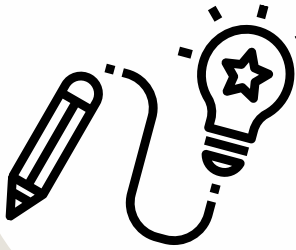
DESIGN / SCHEDULING TOOLS - ***FREE/FREEMIUM SCHEDULING TOOLS***



- **Later**
  - Visual scheduler for Instagram, Facebook, Pinterest, and TikTok. Free plan includes basic analytics and media storage.
- **Buffer**
  - Schedule posts, track engagement, and manage multiple platforms. Free for 3 accounts.
- **Meta Business Suite**
  - Free native scheduler for Facebook and Instagram with post insights and audience tools.
- **Planoly**
  - Especially useful for Instagram. Offers drag-and-drop grid planning, Stories scheduling, and link-in-bio tools.
- **Hootsuite** (Free plan available for 2 profiles)
  - Schedule, curate content, and monitor performance across platforms.

05

DESIGN / SCHEDULING TOOLS - ***PAID SCHEDULING TOOLS***



- **Tailwind**
  - Best for Pinterest and Instagram. Includes smart scheduling, content planning, and AI-powered post suggestions.
- **SocialBee**
  - Categorize and recycle content, great for evergreen posts. Works with all major platforms.
- **Loomly**
  - Collaborative scheduling and content management with built-in post optimization tips.
- **ContentStudio**
  - AI-backed planning and scheduling tool with competitor tracking and analytics.
- **Metricool**
  - Combines social scheduling with analytics and competitor comparison.

06

ROTATING CONTENT THEMES

- Behind the scenes
- Before/after
- Client stories or testimonials
- Mistakes to avoid
- How-to or tutorial
- Quote + reflection
- Meet the team / about you
- Product spotlight
- Educational tip or fact
- Frequently asked questions (FAQ)

let's

connect

PAM SEINO

872.221.8942

support@pamseino.com

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