



Gram Slam

CHEAT SHEET

PRE-MADE STORY CONTENT IDEAS:

Call to actions

To go see a new peice of content



To buy something

To check something out



Selfies



Selfie bathroom images

Gym selfies

Super close up selfies



Work Mode selfies

Q&A style stories

They ask you a question, you answer.

FAQ's

Diary-style stories



Take them with you on your day



Contextual stories

A yogi using Doterra Deep Blue



Health Coach sharing oat milk



Share a brand you love

Share products that really work

Share apps that you use



Stories about your pet

Screenshots

News article screenshots that make you feel something



Of memes that describe how you feel.

Sharing your to-do list



A preview of a post on your feed

Gram Slam

Updates on products

Sold out

Working on it



A teaser image (Zoomed/ Blurred/ Covered)

Build anticipation!

Talking to the camera while you ...

Put your make up on



Cook a meal



Are in your car (don't snap and drive)

Reflecting

Self care practices



Testimonials



Share happy client messages

Random at-home snaps

A video of a video you enjoyed watching

Behind the scenes

Of your day

Of a process



Story Takeovers



Guest visitor (your sister/best friend/employee/team)

How to's



How to do something

Polls

YES

NO

Gram Slam

STORY PROMPTS

Talk about...

A-ha moments ✨

Something you're grateful for

Why you decided to do what you do

How you got started

5 Things You Didn't Know About Me (You can also tag others to do the same)

A goal you're working towards

Things I'm excited about today (a list)

Reintroduce yourself

Reflections (Look back at past content/ moments/ experiences)

Someone who **inspires** you

Newest/ Favourite App & why

Currently reading (Include screenshots/ photos/ quotes)

Your morning rituals

Motivational Rant



Fun Fact! (Personal or life hack)

Share your workspace

Success Story (Show off a client/ testimonial/ past project)

Quick Tip

Currently listening to (Music/ podcast/ show) - Include some audio too



Express Gratitude / Thank your followers

Where are you? Show off where you are from!

Reintroduce **your brand!** (Show it off)

Promote your email list (Give them reasons why)

Discuss current **news/ trends**



Congratulate someone & tag them!

OOTD (Outfit of the day)



Gram Slam