WHAT TO POST (CATEGORY & EXAMPLES FOR EACH TYPE)

Below are beginner-friendly content ideas based on different people in TPL i.e beauty, finance, lifestyle, and “not sure yet.”

1 If You’re in Beauty (makeup, skincare, lashes, hair, etc.)

FACE VIDEO ideas

- “3 things I wish clients knew before booking a makeup artist.”
- “If your skin is doing THIS… here’s the easiest thing you can fix today.”
- “I used to think good makeup = expensive products. I was wrong.”

CAROUSEL ideas

- **Slide 1:** “Stop wasting money on skincare that doesn’t work.”
  Slides 2–5: Explain the basics.
  Slide 6: CTA — “Follow for simple beauty tips for real people.”
- **Slide 1:** “If your makeup doesn’t last, it’s because of THIS…”
  Slides: Prep → Products → Technique → Fix.
  CTA.
- **Slide 1:** “Your everyday look shouldn’t take 45 minutes.”
  Slides: Quick hack, tools, myth-busting.

These are HIGHLY shareable among women.

2 If You’re in Finance (money tips, budgeting, wealth, etc.)

FACE VIDEO ideas

- “The reason most people can’t save isn’t discipline — it’s this…”

- “If you’re earning money in Australia, do NOT make this mistake.”
- “I went from confused to confident with money because of ONE shift.”

CAROUSEL ideas

- **Slide 1:** “Money mistakes I see 90% of people make.”
- **Slide 1:** “5 simple ways to stop being broke in your 20s + 30s.”
- **Slide 1:** “If you want to build wealth as an immigrant… read this.”

People share financial content like crazy, especially simple, relatable tips.

3. If You Have No Niche Yet (just getting confident)

Tell simple, human stories. People love stories.

FACE VIDEO ideas

- “I’m starting my journey publicly because hiding hasn’t worked.”
- “Here’s what I’m learning about confidence as a beginner.”
- “If you’re scared to start… this is your sign.”

CAROUSEL ideas

- **Slide 1:** “I’m building something. I don’t have it all figured out, but I’m showing up anyway.”
- **Slide 1:** “Here’s what I’m learning about discipline and consistency.”
- **Slide 1:** “If you’re starting from zero, this will help you.”

People resonate with “start with me” energy.

4. Universal Content That Works for EVERYONE

These are content ideas that get **engagement, saves & shares**, no matter the niche:

FACE VIDEO

- “3 things I wish I knew before I started.”
- “If you’re scared to post online, start with this.”
- “This is your reminder that your first 10 posts will suck, it’s normal.”

CAROUSEL

- “Read this if you feel behind.”
- “Stop overthinking and start doing.”
- “Nobody is judging you, people are too busy with their own lives.”

SUPER SIMPLE, RELATABLE POST IDEAS FOR ANYONE IN AUSTRALIA

“Things nobody warned me about living in Australia…”

Examples:

- Everything closes early 😭
- Rent is a horror movie
- Kmart will finish your money
- The weather changes in 10 minutes
  CTA: “What shocked YOU the most?

. “Things that made me smile today in Australia”

- A friendly cashier
- Kookaburras laughing at 6am
- A good coffee

- Sunlight after rain
  Easy, wholesome content.

. “If you’re new in Australia, here’s something you need to hear today…”

Write 3 supportive sentences:

- You’re doing your best
- It takes time to adjust
- Asking for help is strength

5. “My 3–5 goals for the week (Australia edition)”

Very beginner-friendly.
Examples:

- Drink more water
- Learn something new
- Apply for one job
- Go to the gym
- Spend less at Woolies 😂

. “A small habit I’m trying to build this month…”

Could be:

- Budgeting
- Morning walks
- Journaling
- Reading
- Reducing Uber Eats 😭

Low-pressure, shareable.

. “Unpopular opinion about living in Australia…”

Examples:

- Coffee here really *is* elite
- Weather is chaotic
- Everyone minds their business (love it)
- Groceries should NOT be this expensive 😭

“3 things Australia has taught me so far…”

Great for locals or migrants.
Examples:

- Be patient
- Build community
- Plan finances
- Work-life balance matters

. “If today wasn’t your best day, read this.”

A short reassurance:
“You’re allowed to rest.
You’re allowed to start again.
Tomorrow is still yours.”

. “What I’m currently learning / reading / listening to.”

- The Diary of a CEO
- My Millennial Money

- The Property Couch
- Glen James Audio Book
- Atomic Habits
- The Resilience Project

People often save posts like this.

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11. “One thing I’m proud of myself for this week.”

Tiny, relatable, human.
Starts conversations.