Your next six posts are probably already there.

Open your camera roll, your sent messages and the notes from your last job. Pick one customer you would like to help. What have they been trying to work out?

Start with something that actually happened.

At Lions Den, the team wanted to manage its own timetable. That one detail gives me a whole post. Here's how I would build it.

FIRST LINE

Who changes Tuesday's class when it moves to Thursday?

PICTURE

A detail from the timetable plan, with private information cropped out.

CAPTION

When we built the Lions Den website, the handover included training. The people running the classes needed to be able to update the timetable themselves.

LAST LINE

Open your own timetable. If a class moved tomorrow, who would update it?

Turn over for six prompts. Type in the boxes or print and write.

Find the first three.

01 A question you keep hearing

What did two customers ask this week? Write it in their words.

“Can I come on my own?” could open a workshop post. Pair it with a photo of the room.

Photo or detail to use

My opening line

02 A choice you made

Show two options you considered. Why did you pick this one?

For Reo K■rero, the homepage gives people three ways in. A phone screenshot shows the choice.

Photo or detail to use

My opening line

03 A detail you nearly missed

Find a photo you paused to take. What caught your eye?

A lilac stripe on a leaf. Show the close-up and the colours you pulled from it.

Photo or detail to use

My opening line

Find the next three.

04 One step behind the scenes

Find an early sketch or a work-in-progress photo. What changed next?

Put the scribbled plan beside the finished page. Point to the part that survived.

Photo or detail to use

My opening line

05 Something you can teach

Pick one task someone could try today. Give them a first step.

Ask a teammate to update one class time. Where they pause tells you what to put in the handover.

Photo or detail to use

My opening line

06 A note someone sent back

With permission, share one specific line of feedback. What work led to it?

If a client mentions feeling confident, show the tool or training they can now use on their own.

Photo or detail to use

My opening line

Put one post together.

Pick the idea with the clearest photo or the question you can answer today. Say your answer out loud once. Write it the way you just said it.

My caption

What I want someone to do next

One last look

- ☐ Can someone tell who this is for from the first line?
- ☐ Have I included one detail only someone doing the work would know?
- ☐ Is the main point easy to read on a phone?
- ☐ Have I added alt text, or captions if someone is speaking?
- ☐ Can I share the people, private details and client work shown here?
- ☐ Does the final line give the reader a useful next step?

After posting, jot down one question or reply you get. That might be the start of your next six.