

FREE PRACTICAL GUIDE

30 CONTENT IDEAS FOR LOCAL BUSINESSES

A practical month of useful website, email and social topics

30 MINUTES

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30 Content Ideas for Local Businesses

A focused quick win before you move to a complete workbook.

Choose from 30 customer-focused ideas and turn them into a realistic one-month content plan.

Who this is for

Small-business and local-business owners who want a practical starting point without unnecessary technical language.

What you will complete

- ☐ Thirty useful content topics
- ☐ Suggested format and channel
- ☐ A starting question for every idea
- ☐ A simple 30-day planner

How to use it

Work through the pages in order. Use your live website or business profile, answer honestly and record no more than three immediate actions. A short list that gets completed is more useful than a long list that is ignored.

Keep the scope small. This guide addresses one specific problem. The related paid workbook provides the complete system, deeper explanations and a longer action plan.

1. Ideas 1 to 10

Topic	Format / channel	Starting question	Purpose / CTA
Answer the question you hear most	FAQ article Website	What do customers ask before they enquire?	Reduce uncertainty CTA: Read the full answer
Explain one service simply	Short article Website	What does this service include and exclude?	Understand the offer CTA: View the service
Show how to prepare	Checklist Email	What should a customer do before an appointment?	Prepare successfully CTA: Save the checklist
Explain a pricing factor	Article Website	What genuinely changes the price?	Set expectations CTA: Request a quote
Correct a common myth	Post Facebook	What do customers often misunderstand?	Make a better decision CTA: Learn more
Compare two suitable options	Guide Website	When is each option appropriate?	Choose confidently CTA: Compare options
Describe the first step	Short video Video	What happens immediately after an enquiry?	Reduce hesitation CTA: Start an enquiry
Share a maintenance reminder	Email Email	What should customers check this month?	Prevent a problem CTA: Book maintenance
Explain a common mistake	Post Facebook	What mistake creates avoidable cost or delay?	Avoid a problem CTA: Read the advice
Introduce a team role	Profile Website	How does this person help customers?	Build familiarity CTA: Meet the team

2. Ideas 11 to 20

Topic	Format / channel	Starting question	Purpose / CTA
Explain your process	Article Website	What are the main stages from start to finish?	Know what to expect CTA: See how it works
Create a buying checklist	Checklist Website	What should someone compare before choosing?	Evaluate options CTA: Download the checklist
Share a seasonal deadline	Reminder Email	What should customers organise before the season changes?	Act at the right time CTA: Check availability
Explain an industry term	Glossary post Website	Which term regularly confuses customers?	Understand terminology CTA: Explore the service
Show a behind-the-scenes check	Photo post Facebook	What quality step does the customer rarely see?	Build confidence CTA: Ask a question
Explain what is not included	FAQ Website	Which boundaries prevent misunderstandings?	Set expectations CTA: Review inclusions
Offer a local preparation tip	Post Facebook	What local condition should customers consider?	Prepare locally CTA: Read the local guide
Describe a useful customer outcome	Article Website	What practical change should the service create?	Understand value CTA: Discuss your needs
Explain response times	FAQ Website	When should customers expect a reply or update?	Set expectations CTA: Contact the business
Share a simple self-check	Checklist Email	What can customers safely inspect themselves?	Identify a need CTA: Use the checklist

3. Ideas 21 to 30

Topic	Format / channel	Starting question	Purpose / CTA
Explain a product feature	Post Facebook	Which feature matters and why?	Understand the product CTA: View products
Discuss a trade-off honestly	Article Website	What does a customer gain and give up with this option?	Choose realistically CTA: Compare choices
Answer a location question	FAQ Website	Where do you operate and what affects availability?	Confirm suitability CTA: Check your area
Explain payment timing	FAQ Website	When are deposits or payments normally due?	Plan the purchase CTA: Review payment details
Share a customer preparation timeline	Planner Email	What should happen one week, one day and one hour before?	Stay organised CTA: Save the plan
Create a local seasonal guide	Article Website	What changes for customers in this season?	Act appropriately CTA: Read the guide
Explain how to request a quote	Guide Website	What information helps you provide an accurate response?	Enquire effectively CTA: Request a quote
Share an aftercare reminder	Email Email	What should customers do after the service?	Protect the result CTA: Keep the instructions
Explain when to seek professional help	Post Facebook	Which warning signs should not be ignored?	Recognise risk CTA: Contact a professional
Round up the month	Email Email	What were the most useful questions or lessons this month?	Review and continue CTA: Choose next month's topic

Choose your first three publishing dates:

Continue with the complete workbook

Use the free guide to identify the first action, then use the complete workbook to build a repeatable system.



VOLUME 6 365 Content Ideas for Local Businesses

The complete workbook provides:

- 365 organised content ideas
- Twelve monthly themes
- Annual planning and tracking tools

Price: A\$49

Product-specific URL required before publication

[View The Website Owner Series](#)

My first three actions:

Important This guide provides general educational information. Results depend on your business, customers, website and implementation. No rankings, traffic, enquiries, sales or other outcomes are guaranteed.