CONTENT GROWTH PLAYBOOK

FREE FOR OUTDOOR BRANDS

30 days of posts that build trust and sell.

What to post, what to say first, and how to film it on your phone. For any brand that sells to people who spend their time outside.

Inside: the 5 trust builders, 20 hooks, a 4-week calendar, 30 more ideas, and phone tips.

contentgrowthplaybook.com

HOW IT WORKS

No one buys from you until they trust you.

Every post has one job: earn attention, build trust, or ask for the sale. Rotate these five kinds of posts and your feed does all three.

THE 5 TRUST BUILDERS

Why You

Who you are, and why you exist

The people behind the brand and why it exists. What you care about, and what you refuse to cut corners on. People stay loyal to brands they can tell are real.

Builds: Trust in you

UGC | Testimonial

Customers saying it for you

Real customers using it for real. One clip of a buyer out using your product does more than any spec sheet.

Builds: Trust in the result

Expertise

Teach it, and they trust you to do it

Teach what you know: how to choose it, use it, and make it last. Become the brand they learn from, and they buy from you when it's time.

Builds: Trust in your skill

The Offer

Ask for the sale, clearly

Your product, the price, and a clear reason to buy now. Lands best right before your busy season.

Builds: Sales

Attention

Entertain people outside your market

Stunts, crazy tests, and moments that make people stop and watch, even people who will never buy from you. Entertain first. It puts your brand in front of a bigger crowd, and that's where new customers come from.

Builds: A bigger audience

Say the hook first. No hello, no intro.

The first words on screen decide if anyone watches. Five hook types, with lines you can say word for word or bend to fit what you sell.

The Pattern Interrupt

A stunt, a surprise, or a bold claim

Do or say something nobody expects. A stunt, a crazy test, a bold claim. Make it entertaining enough that people who will never buy from you still watch and share it. That's how your brand reaches people outside your market.

> We [did something crazy] with our [product]. Here's what happened.
> What happens if you [ridiculous test] with a [product]?
> Most people buy the wrong [product] first. Here's why.

The Direct Callout

Speak to one specific person

Name the exact buyer or moment and your post feels handpicked, not broadcast.

> If you [do what your customer does], this one's for you.
> First time buying a [product]? Watch this first.
> If you've ever had [the problem you solve], keep watching.

The Curiosity Gap

Open a loop they have to close

Tease an outcome without giving it away, and they stay to find out.

> The one change that made our [product] what it is.
> We tested this for a full season before we'd sell it.
> Nobody talks about what happens to [product] after year three.

The Proof / Result

Lead with the outcome

Open with a real result and people want the how. The fastest hook for trust.

> [Number] years on the same [product]. Here's what it looks like now.
> What our customers sent us this week.
> Same day, same conditions. The only difference was [product].

The Problem & Agitate

Name the pain they feel

Say the problem, twist it just enough that they nod, then show the relief.

> Tired of [product] that quits before you do?
> If your [product] fails when it matters, it's not you. It's how it's built.
> The real reason your [setup] isn't working.

Week 1: Introduce yourself

Ideas for any outdoor brand. Swap in your product, your place, and your people.

Mon

Expertise

3 mistakes people make with your kind of product, and the fix for each.

HOOK

"Three mistakes I see all the time."

Talk to camera · 20 to 40 sec

- Say the hook as your very first line. No hello, no intro.
- Make one point, not three.

Tue

Attention

Slow motion of your product doing its job at its best moment.

HOOK

"No words. Let the shot do it."

Slow-motion shot · 3 or 4 clips, about 10 sec each

- Turn on slow motion.
- Film the one moment that looks best: motion, steam, water, spray.

Wed

UGC | Testimonial

A customer on camera right after using your product for real.

HOOK

"We asked them one question."

Customer on camera · 15 to 30 sec

- Ask a customer three questions: What were you worried about before? What happened? Would you tell a friend?
- Grab one 5-second clip of them with your product.

Thu

Why You

Why you started the brand, in 30 seconds.

HOOK

"I started this because I was tired of [problem]."

Tell why you started · 30 to 45 sec, plus b-roll

- Answer three prompts on camera: why you started, what you refuse to cut corners on, and who you do it for.
- Then grab 5 clips of your hands doing the work, 3 to 5 seconds each.

Fri

The Offer

Your best seller, the price, and why to buy it now.

HOOK

"If you buy one thing from us this year, make it this."

The offer · 15 to 25 sec, plus 3 clips

- Say what it is, who it's for, the deadline, and exactly how to get it.
- Grab 3 short clips of your product to cut over your voice.

Week 2: Build trust

Ideas for any outdoor brand. Swap in your product, your place, and your people.

Mon

Expertise

Answer the number one question customers DM you.

HOOK

> “You ask us this every week, so here’s the answer.”

Talk to camera · 20 to 40 sec

- Say the hook as your very first line. No hello, no intro.
- Make one point, not three.

Tue

Attention

Torture test: push it past normal use and film every step.

HOOK

> “We tried to break it so you don’t have to.”

Step by step · 5 or 6 clips, 3 to 5 sec each

- One clip per step, in order.
- Stay close on hands and tools.

Wed

UGC | Testimonial

Repost a customer's photo or clip of your product in use, with their permission.

HOOK

> “Look what showed up in our inbox.”

Repost a customer clip · Whatever they sent, trimmed to 15 sec

- Ask the customer in writing if you can share their clip or photo.
- Save the original file, not a screenshot.

Thu

UGC | Testimonial

Read a 5-star review out loud and react.

HOOK

> “This review is why we do this.”

Read a review out loud · 15 to 25 sec

- Screen record the review on your phone.
- Film yourself reading it out loud and saying what it meant to you in one sentence.

Fri

The Offer

Walk through everything in the box or the bundle.

HOOK

> “Here’s exactly what you get.”

Close-up walk-through · 6 to 8 clips, 3 to 5 sec each

- One wide shot of your product.
- One medium shot.

Week 3: Prove it

Ideas for any outdoor brand. Swap in your product, your place, and your people.

Mon

Expertise

Bust a myth people believe about your kind of product.

HOOK

"This one myth is costing you money."

Talk to camera · 20 to 40 sec

- Say the hook as your very first line. No hello, no intro.
- Make one point, not three.

Tue

Attention

A day using your product, start to finish, in 10 quick clips.

HOOK

"Sunrise to sundown. One day with us."

A day, start to finish · 8 to 10 clips, 2 to 3 sec each

- One clip at open, one at close, and six to eight moments in between.
- Mix your hands, the team, and a customer.

Wed

UGC | Testimonial

A customer films their first time using your product.

HOOK

"Their first time using it."

First use, on their phone · 20 to 30 sec

- Ask a customer to film their first time using your product.
- Ask them to say out loud what they notice.

Thu

Why You

Meet the people who build, pack, and ship your orders.

HOOK

"The crew behind every order."

Meet the team · 5 to 8 sec per person

- Each person says their name, their job, and one thing they love about it.

Fri

The Offer

Answer the top objection (price, durability, shipping), then invite them to buy.

HOOK

"Is it worth the money? Here's the honest answer."

The offer · 15 to 25 sec, plus 3 clips

- Say what it is, who it's for, the deadline, and exactly how to get it.
- Grab 3 short clips of your product to cut over your voice.

Week 4: Ask for the sale

Ideas for any outdoor brand. Swap in your product, your place, and your people.

Mon

Expertise

How the product is built or tested, step by step.

HOOK

“How it’s built, from start to finish.”

Step by step · 5 or 6 clips, 3 to 5 sec each

- One clip per step, in order.
- Stay close on hands and tools.

Tue

Attention

A bold opinion about your category that makes people stop.

HOOK

“Unpopular opinion: [your take].”

Bold opinion · 8 to 15 sec

- Say the opinion in one sentence.
- Give one reason why.

Wed

UGC | Testimonial

Before and after: the same situation without and with your product.

HOOK

“Same day. Same conditions. One change.”

Before and after · Two clips, 3 to 5 sec each

- Film the before.
- Film the after from the exact same spot with the exact same framing.

Thu

UGC | Testimonial

Screenshot a customer text or DM and add a voiceover.

HOOK

“This text made our week.”

Customer text or DM · 10 to 15 sec

- Screenshot the text or DM. Cover the customer's name and photo.
- Record a short voiceover: who sent it and why it matters.

Fri

The Offer

Recap the month's best clip and make the offer again.

HOOK

“In case you missed it.”

The offer · 15 to 25 sec, plus 3 clips

- Say what it is, who it's for, the deadline, and exactly how to get it.
- Grab 3 short clips of your product to cut over your voice.

NEVER RUN OUT

30 more things to post.

Sorted by trust builder. When the calendar runs out, pull from here.

Why You

1. Why you started the brand
2. The moment that inspired your first product
3. What you refuse to cut corners on
4. Where you test what you make
5. A founder message before your busy season
6. The milestone you're proudest of

UGC I Testimonial

1. A customer's photo or clip, reposted
2. Your product after years of real use
3. A customer's first-time reaction
4. Someone who uses it every single day
5. A customer text or DM with voiceover
6. A roundup of customer photos from the season

Expertise

1. How to use it, step by step
2. 3 mistakes people make with your kind of product
3. How to pick the right model
4. How to care for it so it lasts
5. A myth you want to bust
6. Your checklist before a trip or season

The Offer

1. Pre-season sale with a deadline
2. A bundle, explained simply
3. Close-up product demo
4. Answer the top objection
5. Restock or new drop announcement
6. Gift guide for the outdoor person in their life

Attention

1. A stunt with your product nobody would expect
2. A crazy torture test
3. A funny behind-the-scenes moment
4. Slow motion of your product at its best moment
5. Trending audio with your real footage
6. A 'did you know' about your product

SHOOT IT ON JUST YOUR PHONE

8 tips that make it look intentional.

Shoot vertical
9:16, full screen. Lock it before you hit record.

Face the light
Light in front of you, never behind. Free, and it changes everything.

Get close for audio
Phone within arm's reach, or a $20 clip mic. Bad sound loses people faster than bad video.

Clean the background
One tidy, on-brand spot. Clutter reads as amateur, and amateur reads as risky.

Steady the shot
Lean it, prop it, or use a cheap tripod. Shaky footage feels rushed.

Three takes, every line
Say it three ways and keep the best one.

Always grab b-roll
Five seconds of everything you do. It covers cuts and makes edits look pro.

Three shirts, one sitting
Swap tops a few times and one 4-hour shoot becomes a month of different days.

TURN COMMENTS INTO SALES

Ask one clear question	End every post with one easy question. One, not three.
Give them two options	'This or that?' is the easiest comment in the world to leave.
Invite them to post theirs	'Drop yours below.' Now it's a thread, not a broadcast.
Use a keyword	'Comment LIST and we'll send it.' That moves them into your DMs, where sales happen.
Reply within the hour	The first 60 minutes decide your reach. Answer every comment, fast.

STEAL THESE CONVERSATION STARTERS

> Which would you pick, A or B?

> What's the one thing you never leave home without? Drop it below.

> Show us your best photo with our product in the comments.

> Unpopular opinion: [your take]. Agree?

> Comment LIST and we'll send you our checklist.

> What should we test next? Tell us below.

YOUR POSTING MIX

Five a week. 20 a month.

Lean on trust. Ask for the sale about once for every four trust posts.

UGC | Testimonial	Expertise	The Offer	Attention	Why You
6	4	4	4	2

THE 4-TO-1 RULE

Earn the right to sell.

4 trust posts for every ask. When you do ask, people are already leaning in.

THE 4-HOUR BATCH

A month of content, one shoot.

Block 4 hours, bring three shirts, swap a few times. It looks like a month of different days.

NEXT STEP

You have the plan. Want it built for your brand?

MOST POPULAR

Your custom 30-day plan

Let us take the work off your plate. Answer a few quick questions, we read your website, and every post gets written for you.

~~$49.99~~ **$14.99**
ONE TIME

- ✓ Your brand
- ✓ Your voice
- ✓ Your products
- ✓ Your offer

Get my custom plan at contentgrowthplaybook.com/outdoor/plan

DONE FOR YOU

Hand it off completely

You film on your phone. We plan, edit and post 15 videos and 5 photo posts every month.

~~$2,500~~ **$1,500**
PER MONTH

See the package at contentgrowthplaybook.com/packages