

50 TikTok Content Ideas Swipe File

Purpose: never run out of video ideas. Pick one, swap in your own details, film it in under 30 minutes.

How to use it: replace anything in [square brackets]. Open with the hook line (first 1-2 seconds), deliver one clear point, end with one action (follow for part two, comment, save, or visit the link in bio).

A. Answer a question (10)

1. Hook: "The question I get asked most is..." Answer in 20 seconds.
2. Hook: "Is [common thing] worth it? Here is my honest take."
3. Hook: "How much does [your service or product] actually cost?" Give a range and what changes the price.
4. Hook: "How long does [process] take?" Walk through the stages.
5. Hook: "Can you [do surprising thing]? Yes, but..."
6. Hook: "What is the difference between [A] and [B]?"
7. Hook: "Do I need [thing]? Three questions to ask yourself."
8. Hook: "Reply to a comment: [paste a viewer question]."
9. Hook: "What I wish customers knew before they booked."
10. Hook: "Why is [common problem] happening? Three likely causes."

B. Teach something quick (10)

11. "3 mistakes to avoid when [task]."
12. "Do this in 60 seconds to [get result]."
13. "A simple checklist before you [action]."
14. "The 3-step way to [outcome]."
15. "A beginner's guide to [topic] in 30 seconds."
16. "Tool or trick I use every day for [task]."
17. "Stop doing [bad habit], do this instead."
18. "How to spot a [good/bad] [thing]."
19. "Myth: [belief]. Truth: [fact]."
20. "Quick fix for [annoying problem]."

C. Behind the scenes (10)

21. "A day in the life at [business], in 15 seconds."
22. "How [product] is made."
23. "Setting up for [busy day or event]."
24. "Meet [team member]: what they do and one thing you might not know."
25. "The tool that saves us the most time."
26. "Packing orders / prepping / getting ready (satisfying, no talking, text on screen)."
27. "The part of the job nobody sees."
28. "A mistake we made and what we learned."
29. "Tour of [workspace, van, kitchen, studio]."

30. "What happens after you book/order?"

D. Proof and stories (10)

- 31. "Before and after: [project]."
- 32. "A customer's story, with their permission."
- 33. "What [client name] asked for, and what we delivered."
- 34. "A review that made our day." (Read it on camera. Only use real reviews.)
- 35. "How we solved [unusual problem]."
- 36. "Our first customer, and how things have changed."
- 37. "Results from the last [month/campaign], with the real numbers."
- 38. "Why I started [business]."
- 39. "The biggest compliment we have had."
- 40. "Behind a bad review: what we learned and changed."

E. Local and seasonal (10)

- 41. "5 places to [eat/visit/shop] in [town]."
- 42. "What to do in [town] this weekend."
- 43. "[Local event]: what we are doing for it."
- 44. "A hidden gem in [area] you should know about."
- 45. "Preparing for [season: Christmas, summer holidays, back to school]."
- 46. "A local business we love (collab with them)."
- 47. "New this month at [business]."
- 48. "What [town] people ask us most."
- 49. "Things I wish I knew when I moved to [town]."
- 50. "A thank-you to [number] new followers, with one useful tip."

Hook bank (swap into any idea)

- "Stop scrolling if you [situation]."
- "Nobody tells you this about [topic]."
- "I tested [thing] so you do not have to."
- "If I started again, I would..."
- "This took me [time] to learn."
- "Wait for the end."
- "You are doing [task] wrong, and it is not your fault."

Posting checklist

- ☐ Point made in the first 2 seconds
- ☐ On-screen text and captions
- ☐ Clear audio
- ☐ 3 to 5 relevant hashtags and a keyword in the caption
- ☐ One action asked of the viewer

- ☐ Replied to comments within an hour of posting, where you can

Reminder

Never pay for followers or use follower generators. They do not bring viewers, and they put your login and account at risk.

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.