

The Lazy Marketer's Instagram Content Kit

(Because “Just Be Consistent” Is a Useless Strategy)

You don't need another content calendar that assumes you have a team of 4, a color-coded Notion board, and a passion for Canva. You need fast, repeatable content prompts and formats you can rinse and post between existential crises. This is that.

-

1. Weekly Themes (That Don't Suck)

- Week 1: “Teach something basic, pretend it's advanced.”
- Week 2: “Pull back the curtain, cry a little.”
- Week 3: “Turn a DM or client convo into a whole post.”
- Week 4: “Say something spicy, but survivable.”

2. 10 Plug & Post Captions (Just Fill in the Blanks)

- If you're struggling with [thing your audience hates], you're not alone. Here's what helped me...
- Hot take: [controversial opinion about your industry]. Let's discuss.
- Everyone says [generic advice]. I tried it. Here's what actually happened.
- Story time: That one time [insert mildly traumatic biz moment].
- This one mistake cost me [painful result]. Here's how I fixed it.
- 3 things I wish I knew before [doing thing your audience is about to do].
- Let's talk about [topic] and why it's more complex than people think.
- A real DM I got: “[ridiculous message]”. Here's how I handled it.

- If I were starting from scratch today, here's what I'd do.
- This is for the people who feel like [specific relatable moment].

3. Go-To Reels Formats

- Talking Head Hot Take: Stare into the void, drop one spicy line, and peace out.
- POV You're My Ideal Client: Describe their inner monologue, with captions.
- Before/After Split Screen: Show the glow-up—mindset, metrics, or your desk.
- 3 Tips in 15 Seconds: Talk fast, caption everything, end with "Save this."
- Dramatic Narration Over Stock Video: Bonus points for sarcasm.

4. Lazy Story Series Ideas

- Behind the scenes of a post that bombed.
- 3 things I did this week that moved the needle (or didn't).
- Poll: What kind of content do you fake-engage with the most?
- A client win, but make it vague and humblebraggy.

5. Final CTA Ideas That Don't Feel Desperate

- Need help with this? My DMs are open. Just don't pitch me crypto.
- Want me to write this for you? That's a thing I do.
- If this hit, imagine what a whole strategy could do.
- No CTA. Just vibes. But if you must click something, here's a link.
- Curious what this could look like for your business? Let's talk.

P.S. Need help turning this chaos into a real strategy?

I'm Alex Cornici, and I turn half-baked content ideas into full-blown client magnets. If you want your Instagram to actually bring leads instead of likes, contact me by visiting

WebSearchOptimisation.com.