

STOP WONDERING WHAT TO POST



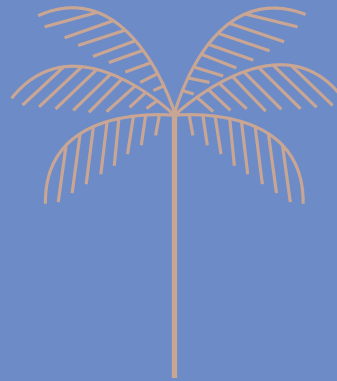
30 Days of Content for Luxury Picnic Business Owners



Desiree Wilcox
@PicnicBusinessAcademy

Picnic Business Academy
PBA
FROM BLANKETS TO BANKROLLS

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Welcome

Welcome! Let me guess... You started your picnic business because you're creative. You love beautiful setups, aesthetics, hosting, celebrations, and creating experiences people actually remember.

But somewhere between setting up picnics and trying to market your business online... things started feeling overwhelming.

You're posting on Instagram. Trying to stay consistent. Watching other picnic businesses look fully booked online while you're wondering:

"What am I doing wrong?"

Maybe your content feels random. Maybe your business doesn't look as established online as you hoped it would. Maybe you're constantly overthinking what to post, what to say, or how to actually stand out.

First of all? You're not alone. One of the biggest mistakes picnic business owners make is assuming beautiful setups alone will automatically bring bookings. But in today's world, visibility matters just as much as talent.

Your online presence is often the first impression people have of your business.

And the truth is: The picnic businesses getting booked consistently usually aren't just "better", they've simply learned how to market themselves more strategically online.

That's exactly why I created this guide.

Inside, I'm going to walk you through simple ways to improve your online presence, make your brand feel more elevated and trustworthy, and help your picnic business look more visible, professional, and booked online. This isn't about becoming an influencer or posting perfectly curated content every single day. It's about learning how to position your business in a way that builds trust, attracts the right people, and makes potential clients excited to book with you.

You don't need thousands of followers.

You don't need to go viral.

You just need a clearer strategy.

And we're going to start building that together 🌸

A stylized, handwritten signature in blue ink that reads "Desi Wilcox". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Entrepreneur Educator Party Planner

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CHAPTER 1

STOP WONDERING WHAT TO POST

If you've ever stared at your phone wondering what to post, you're not alone.

One of the biggest mistakes picnic business owners make is only posting photos of their setups.

Beautiful photos matter.

But beautiful photos alone don't create bookings.

The most successful picnic businesses create content that does three things:

- ✨ Attract new people
- ✨ Showcase their expertise
- ✨ Book clients

That's exactly why I created the ASB Method™.

ASB stands for:

A = Attract

S = Showcase

B = Book

Instead of posting randomly, every piece of content should serve a purpose.

Inside this guide, you'll find 30 content ideas designed specifically for picnic business owners.

Let's dive in.

CHAPTER 2

ATTRACT CONTENT

Get Found By New People

Attract content helps new people discover your business.
Think visibility, reach, and awareness.

1. Top 5 Picnic Locations In Your City

Show your favorite locations and explain why.

2. Before & After Picnic Transformation

Show the empty space and then the finished setup.

3. "Things To Do In Kansas City This Weekend"

Include your picnic experience as one option.

4. What Makes A Luxury Picnic Different?

Educate your audience.

5. Picnic Theme Trend Predictions

What's becoming popular this season?

6. What Would You Choose?

Create a poll between two setups.

7. Best Proposal Locations

People save and share these posts.

8. Most Asked Questions About Luxury Picnics

Answer one question per Reel.

9. Behind The Scenes Setup Video

People love watching transformations.

10. Mistakes People Make Planning Their Own Picnic

Provide value without selling.



CHAPTER 3

SHOWCASE CONTENT

Build Trust & Desire

Showcase content proves you're the expert.
This is where followers begin imagining themselves as clients.

11. Client Reaction Video

Capture the first look.

12. Favorite Setup Of The Month

Explain the inspiration behind it.

13. Your Story

Why did you start your picnic business?

14. A Day In The Life Of A Picnic Planner

Take followers behind the scenes.

15. Your Setup Process

Show how much work goes into every event.

16. Client Testimonial Spotlight

Turn one review into multiple posts.

17. Inventory Spotlight

Show a unique piece of décor.

18. Your Most Popular Theme

Explain why clients love it.

19. Behind The Design

Walk through your styling decisions.

20. What Clients Don't See

Show the work happening before arrival.



CHAPTER 4

BOOK CONTENT

Turn Followers Into Clients

Most picnic businesses don't post enough booking content. Don't assume people know how to hire you. Tell them.

21. How To Book A Picnic
Simple step-by-step process.

22. What's Included In Every Picnic
Break down your packages.

23. Last Available Dates
Create urgency.

24. Most Popular Add-Ons
Upsell naturally.

25. Proposal Package Spotlight
Feature your proposal experience.

26. Birthday Picnic Spotlight
Showcase a celebration.

27. Client FAQ
Remove booking objections.

28. Why Clients Choose Us
Highlight your unique value.

29. This Or That Package Comparison
Help people choose.

30. Your Favorite Client Transformation
Show the experience and invite bookings.



CHAPTER 5

THE SECRET MOST PICNIC BUSINESSES MISS

Posting every day isn't the goal.
Posting strategically is.

The businesses growing the fastest aren't necessarily posting more content.

They're posting the right content.

That's exactly why I created the ASB Method™.

Inside the full ASB Method™ Guide you'll learn:

- ✓ How to create months of content in one sitting
- ✓ How to stop posting randomly
- ✓ How to build a content strategy that generates inquiries
- ✓ How to balance Attract, Showcase, and Book content
- ✓ How to turn followers into paying clients

Because social media shouldn't feel like a full-time job.
It should feel like a booking system.

Ready to learn the complete framework?

👉 Grab the full ASB Method™ Guide and start creating content that actually converts.

