

“30 Days of Showing Up With The Kwasi Quansah” #30DSwithTHEKW

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WHO IS THIS CHALLENGE FOR?

- Content creators building personal brands
- Influencers growing trust, not just views
- Business owners selling without sounding salesy

Goal:

- 👉 Build authority
- 👉 Humanise your brand
- 👉 Create consistency
- 👉 Attract the right audience organically

HOW TO POSITION IT ON TIKTOK

Format: Talking head / B-roll / Voiceover

Time: 30–60 seconds per video

Rule: No perfection. One take if possible.

Call To Action (CTA) idea (daily): “Save this for later” / “Join the challenge”

THE 30-DAY TIKTOK CONTENT CHALLENGE

Theme: Expertise × Storytelling × Real Life

WEEK 1: YOUR STORY (Connection Before Credibility)

Day 1 – Your Origin Story

“Why did you start creating content / your business?”

 Hook:

“Before the followers, before the clients... this is how it started.”

Day 2 – The Struggle Nobody Saw

Share a moment when things almost didn't work out.

 Hook:

"People see the results, but they don't see this part..."

Day 3 – Your First Win

Your first client, viral video, sale, or breakthrough.

 Hook:

"I'll never forget the first time this happened..."

Day 4 – A Mistake That Taught You Everything

Be honest. That's the hook.

 Hook:

"If I could go back, I'd avoid this one mistake..."

Day 5 – Why You Still Show Up

Even when it's hard.

 Hook:

"Some days I don't feel like posting... but here's why I do."

Day 6 – Your 'Why' in One Sentence

Clarity builds trust.

 Hook:

"I do what I do because..."

Day 7 – Talk to ONE Person

Describe your ideal follower/client like you're talking to them directly.

 Hook:

“If you’re the person who feels like this...”

WEEK 2: YOUR EXPERTISE (Teach Without Sounding Like a Teacher)

Day 8 – One Thing You Know Really Well

Keep it simple.

 Hook:

“If there’s one thing I understand deeply, it’s this...”

Day 9 – Common Myth in Your Industry

Bust it.

 Hook:

“Everyone thinks this works... but here’s the truth.”

Day 10 – A Lesson You Learned the Hard Way

Story + value.

 Hook:

“I didn’t learn this from a course. I learned it from experience.”

Day 11 – What Beginners Should Focus On

Speak to Day-1 people.

 Hook:

“If you’re just starting out, ignore everything else and focus on this.”

Day 12 – What Actually Matters (Not the Noise)

Cut through trends.

 Hook:

“People are obsessing over the wrong things...”

Day 13 – A Simple Framework You Use

3 steps max.

 Hook:

“Whenever I feel stuck, I go back to this process.”

Day 14 – Advice You’d Give Your Past Self

This hits emotionally.

 Hook:

“If I could talk to myself 2 years ago...”

WEEK 3: REAL LIFE + BEHIND THE SCENES (Humanise the Brand)

Day 15 – A Day in Your Life (Unfiltered)

No aesthetic pressure.

 Hook:

“This is what a normal day looks like for me.”

Day 16 – What People Get Wrong About You

Clear misconceptions.

 Hook:

“People assume this about me... but it’s not true.”

Day 17 – When Motivation Is Low

Be real.

 Hook:

“I don’t always feel motivated, so here’s what I do instead.”

Day 18 – Something You’re Still Learning

Vulnerability builds trust.

🗨️ Hook:

“I’m still figuring this out...”

Day 19 – Your Work Setup / Tools

Relatable + practical.

🗨️ Hook:

“People ask me what I use, so here it is.”

Day 20 – A Fear You Had to Overcome

Powerful storytelling.

🗨️ Hook:

“I was scared of this for a long time...”

Day 21 – A Win You’re Proud Of (Big or Small)

Celebrate progress.

🗨️ Hook:

“I don’t talk about this much, but I’m proud of it.”

WEEK 4: AUTHORITY + SOFT SELL (Without Being Salesy)

Day 22 – A Problem You Help People Solve

Position yourself clearly.

🗨️ Hook:

“If you struggle with this, my content is for you.”

Day 23 – Results You’ve Seen (Yours or Clients’)

Story > bragging.

🗨️ Hook:

“This is what happens when you stay consistent.”

Day 24 – What Makes You Different

No comparisons, just clarity.

 Prompt:

“Here’s how I approach things differently.”

Day 25 – A Question You Get Asked Often

Instant authority.

 Hook:

“People always ask me this…”

Day 26 – Free Advice You’d Normally Charge For

Value bomb.

 Hook:

“If you take one thing from this video…”

Day 27 – Who You’re NOT For

This attracts the right people.

 Hook:

“I’m not for everyone, and that’s okay.”

Day 28 – How People Can Work With You / Learn From You

Soft, clear CTA.

 Hook:

“If you want help with this, here’s how I can support you.”

Day 29 – What This Challenge Taught You

Reflection content performs well.

 Hook:

“Showing up for 30 days taught me this...”

Day 30 – Speak to the Next Creator

Full-circle moment.

 Hook:

“If you’re thinking of starting, this is your sign.”