

CONTENT TOPICS

To come up with your content you're going to want to:

- Break down your Stand Out Factor into a series of topics/categories for content creation. These will be your main categories for content creation in whatever form that takes for you.
- Can you break these topics down even further into subcategories?
- Are there any other main topics/categories you want to talk about in your business that don't fall under your Stand Out Factor?
- Create a piece of content that describes your Stand Out Factor in great detail. This can be a pillar piece of content that you can direct your audience to from other content.
- Come up with some article/video/podcast ideas that can act as a piece of pillar content for each topic/category of your Stand Out Factor (and any others you came up with).
- Create content that talks about your message.
- Create content ideas that talk about your story.

Brainstorm content ideas/headlines that can fall under these topics/categories you came up with above. Here are some ways to brainstorm your content:

- Brainstorm 10+ content topics that speak to those needs, desires, and struggles and offer education, entertainment, or inspiration to your ideal prospect.
- What are/will you be selling in your business in the near future?
- What do these offers/products help your dream clients achieve their desired outcomes/results?
- Brainstorm 10+ content topics that speak to this unique value you bring to your dream clients with your services/products you currently have or are launching soon?
- Brainstorm 10+ content topics that help prepare your dream client for being ready to work with you or purchase your products/services? How can you bring awareness to their needs, desires, and struggles that they may not yet have an awareness of and that there are solutions available to them.

- Brainstorm 10+ stories from your life that tie into the work that you do, why you do it, and why you're uniquely qualified to help them.
- Brainstorm 10+ aspirational and inspirational experiences that you've had or or having that you can reflect on with your audience.
- Look at past content. What content has really resonated with your audience and how can you expand on it further in other content?
- What client/customer experiences can you speak to in your content?

Create an idea vault with all of these answers that you can draw on in the future. You should have plenty to work with so that you never feel stuck around what to write/talk about for a very long time!

Which content topics do you want to select to use over the next month?