

Content - Topic BrainDump!

This section will be all about mapping out the topics & ideas that you are using to connect, engage and share with your followers.

QUESTIONS TO GUIDE YOUR BRAINDUMP:

1. What do you wish your audience new about you, your business or your industry?
2. What are the myths about your industry/business/service?
3. What are the most common questions your clients ask?
4. What are the biggest worries/frustrations/problems that your clients have? Does it relate to your business, industry or service?
5. Are there any recent developments or changes in the industry that are newsworthy?
6. What is your target market interested in? Think of ways you can cross reference these subjects with your business.
7. Are there any tips, tricks or advice you can offer to educate your audience?
8. Think about the upcoming events in your business or holidays coming up that you want to share with your followers?