

NEVER RUN OUT OF CONTENT IDEAS

"MARKETING IS JUST SHARING WHAT YOU KNOW
AND MAKING OFFERS" - DENISE DUFFIELD THOMAS

STEP 1: WHO DO YOU SERVE? WHO IS YOUR
IDEAL CLIENT?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

STEP 2: WHAT ARE THEIR PAIN POINTS? BIGGEST
CHALLENGES? WHAT MAKES THEM EXCITED?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

NEVER RUN OUT OF

CONTENT IDEAS

WHAT ARE 3-5 SUB TOPICS THAT ARE RELATED TO YOUR NICHE?

1)

.....

2)

.....

3)

.....

4)

.....

5) One of these can be all about you. People want to buy and work with brands with whom they can relate. Examples include:

- Behind the scenes
- What you did last weekend
- Your favorite office outfit
- What you do after work
- How you get ready for the day
- Something you're happy to splurge on
- Office tour
- A trip you have planned or want to take
- How you got started
- Your guilty pleasure

(not too guilty...is it 90's sitcoms and cheeze-it's? Or is that just me?)

BRAINSTORM

CONTENT
PILLAR 1

CONTENT
PILLAR 2

CONTENT
PILLAR 3

CONTENT
PILLAR 4

CONTENT
PILLAR 5

A PROBLEM THEY DON'T KNOW THEY HAVE					
WHAT YOU WISHED THEY WOULD DO BEFORE REACHING OUT TO YOU/1ST APPT.					
THE #1 MISTAKE THEY MAKE					
WHAT IS YOUR FAVORITE SERVICE/ADD ON					
WHAT DO YOUR FRIENDS AND FAMILY ASK YOU ABOUT YOUR WORK?					

BRAINSTORM – THE 4 E'S

CONTENT
PILLAR 1

CONTENT
PILLAR 2

CONTENT
PILLAR 3

CONTENT
PILLAR 4

CONTENT
PILLAR 5

	CONTENT PILLAR 1	CONTENT PILLAR 2	CONTENT PILLAR 3	CONTENT PILLAR 4	CONTENT PILLAR 5
ENGAGE					
ENTERTAIN					
EDUCTATE					
EMOTION					

MORE

CONTENT IDEAS

WHAT ARE THEY ASKING IN THE COMMENTS OF YOUR POSTS OR MESSAGES? REPLY WITH A POST/REEL.

IF YOU HAD AN FAQ PAGE, WHAT WOULD BE ON IT?

WHAT DO THE LEADERS IN YOUR INDUSTRY TALK ABOUT? OFFER YOUR OWN PERSPECTIVE.

KEEP AN ONGOING LIST AND ADD TO IT WHEN INSPIRATION STRIKES. (NOTES APP OR NOTEBOOK)

VISIT [ANSWERTHEPUBLIC.COM](https://www.answerthepublic.com) AND TYPE IN YOUR NICHE.

TAKE IT UP A NOTCH WITH
SCHEDULING

WHEN YOU BATCH SIMILAR TASKS, YOU SAVE
TIME.

GET YOUR IDEAS ON YOUR CALENDAR.

FILM.

UPLOAD TO SCHEDULING SOFTWARE.

WRITE OUT YOUR CAPTIONS AND HASHTAGS ALL
AT ONCE.



THE POINT OF SOCIAL MEDIA IS TO BE
SOCIAL. ENGAGE, COMMENT AND
SUPPORT OTHERS.

(AKA... DON'T JUST SET IT AND FORGET
IT.)

FAQ'S

DO I SHARE ABOUT MY FAMILY?

IT'S GREAT FOR PEOPLE TO KNOW ABOUT MY DEMOGRAPHICS BUT I ALSO RESPECT MY FAMILY'S PRIVACY. CLIENTS WILL IDENTIFY WITH YOU IF YOU'RE A MOTHER, A WIFE, AN OLDEST SIBLING. WHEN I SHARE ABOUT MY CHILD, I USUALLY USE VAGUE FOOTAGE, LIKE THE BACK OF HER HEAD RUNNING TOWARDS THE PARK. DO WHAT FEELS RIGHT. YOU DON'T OWE ANYONE ACCESS TO YOUR PRIVATE LIFE.

REMEMBER YOU ARE SELLING!

THERE'S A BALANCE BETWEEN SELLING AND NURTURING LEADS. WE AIM TO DO BOTH WITH OUR SOCIAL MEDIA STRATEGY. DON'T BE AFRAID TO MAKE AN OFFER ONCE EVERY FEW POSTS.

DO I HAVE TO MAKE VIDEOS?

I WON'T MAKE YOU DO ANYTHING. THE TRUTH IS TIMES ARE SHIFTING AND SHORT FORM VIDEOS ARE THE *BEST* WAY TO ATTRACT YOUR CLIENTS ON SOCIAL MEDIA AND KEEP THEIR ATTENTION.

THANK YOU

TAKING 2 NEW CLIENTS FOR AUGUST 2022

YOU FOCUS ON RUNNING YOUR BUSINESS, I'LL MAKE YOU LOOK GOOD ONLINE.



ABOUT THE REEL SARAH

I help soul-centered business owners grow and nurture an online audience with minimal effort. I create and implement a tailored social media strategy based on your specific goals.

I have a Bachelor of Arts in Business Administration and I've been learning about digital marketing outside the classroom since 2014 when I started my travel blog and self-published a book on Amazon. Years later I took a job as a marketing coordinator at a boutique real estate company and decided to make it my full time career.

You can learn more about me on my website.

THEREELSARAH.COM
