

GET YOUR SOCIAL MEDIA JUICES FLOWING

ask yourself

1 WHAT IS MY TOPIC?

What could be my niche?

What am I interested in?

What am I passionate about?

2 WHAT DO I HAVE TO OFFER?

How can I entertain?

Can I create content that serves others?

Can I teach someone my skills?

Do I have something to sell?*

* Focus more on entertaining, serving, educating, and less on selling

3 WHO IS MY AUDIENCE?

Age? Profession? Relationships?

Habits? Taste? Hobbies?

Location? Culture? Climate?

4 WHAT DOES MY AUDIENCE NEED?

How can I distract my audience?

Do I have a solution for their problem?

Do I have necessary information?

ginger
by
choice