

Specifying your

CONTENT PILLARS + STRATEGY



**TO HELP YOU TO CONSISTENTLY
PROVIDE VALUE TO YOUR COMMUNITY**

☀ BRAND COMMUNITY

THIS IS WHERE IT COMES TOGETHER.

When you build your own community, you not only connect with people over a shared cause, you will also have a supportive group who will buy and spread the word about your product/service

It will take work, dedication and persistence, and sometimes it might take you out of your comfort zone, but the reward is people who love what you're doing and who you can connect with.

WHEN THE VISION IS CLEAR, THINGS WILL FALL INTO PLACE.

SO ASK YOURSELF THIS:

- Ultimately, what's the purpose behind the community?
- Are you helping people get answers to questions on your product?
- Or is it to share the same passion?
- What are you doing for your community members to stay engaged?
- What kind of platform do you want to use? Instagram, Facebook (group), a forum...?

Use the next page to write down some thoughts and ideas.

 BRAND COMMUNITY

BRAND CONTENT

GETTING CLEAR ON WHAT KIND OF CONTENT YOU WANT TO SHARE WITH YOUR COMMUNITY WILL HELP YOU TO CONSISTENTLY PLAN AND CREATE IT.

The biggest challenge and at the same time most important aspect is to create content that is worth sharing. One way of doing that is if you put your audience in the spotlight, by finding ways where they can submit something and are featured, for example. In the end what matters, is that your content is valuable for your community. Answer the following questions to start brainstorming.

WHAT ARE YOUR CLIENTS/COMMUNITIES PAIN POINTS?

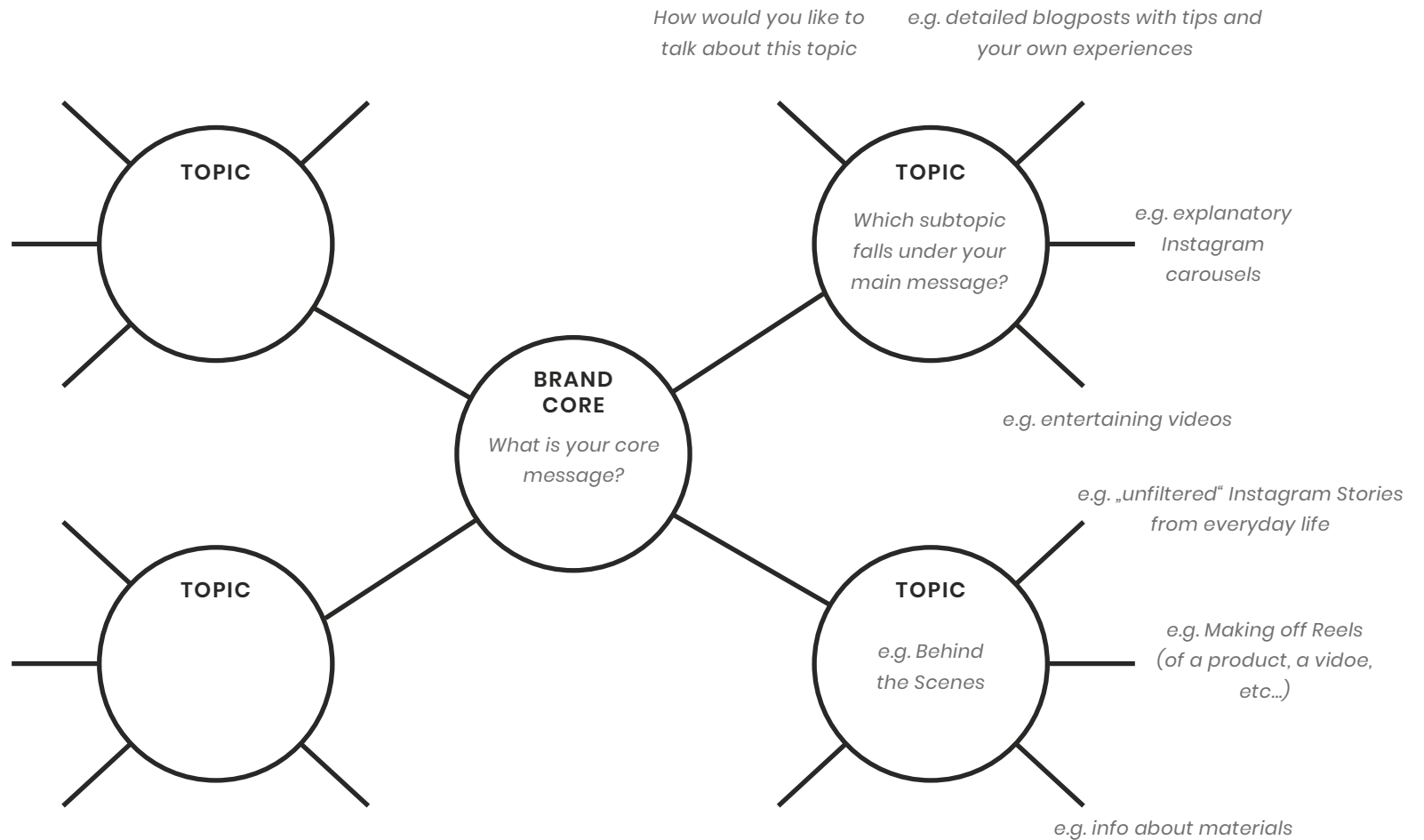
WHAT VALUE CAN YOU PROVIDE THEM THROUGH YOUR CONTENT?

HOW CAN YOU GET THEM TO ENGAGE WITH YOUR CONTENT?

WHAT FORMATS DO YOU WANT TO USE? (VIDEO, BLOG POSTS, EDUCATIONAL POSTS....)

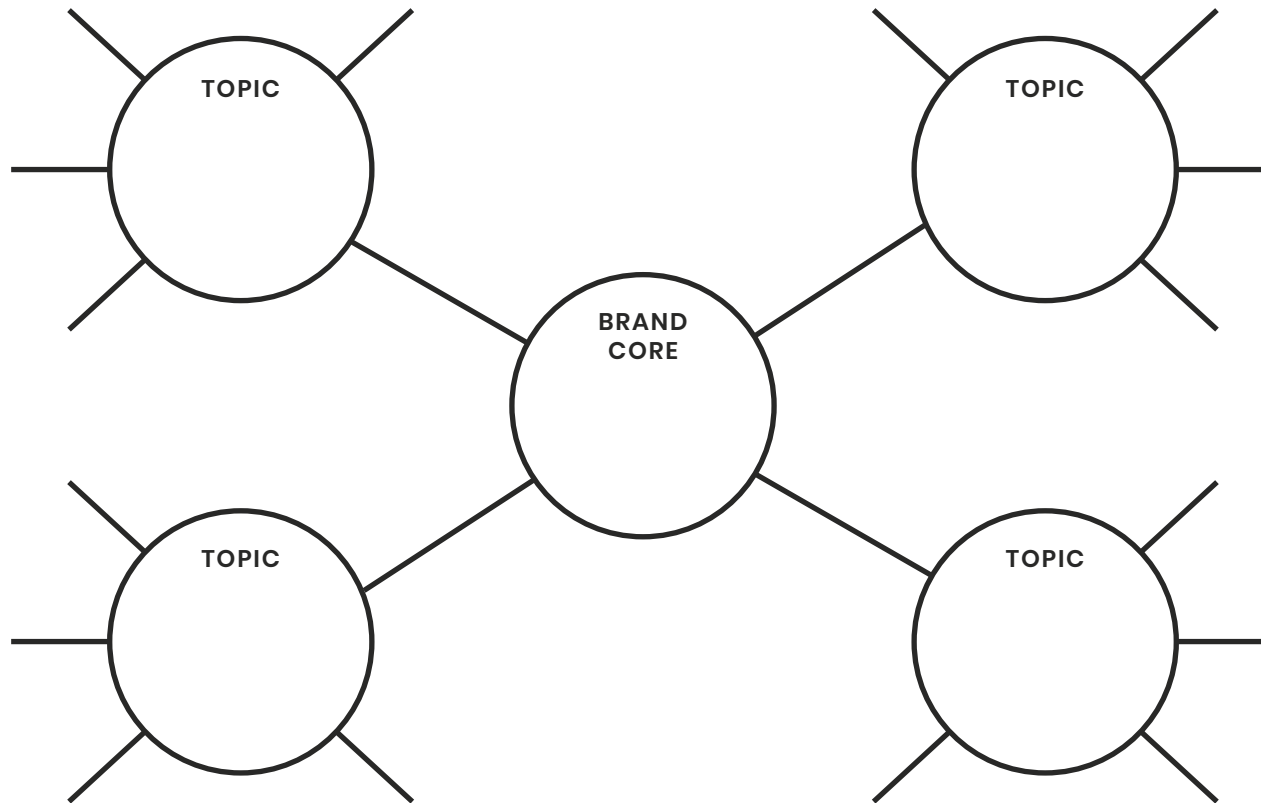
* BRAND CONTENT - TOPICS

Do this exercise to determine what topics you want to cover and in what way and format you can present it to your audiences.



* BRAND CONTENT - TOPICS

Here is another page so you can give free rein to your ideas :)



CONTENT - STRATEGY

In order to reliably deliver content, it's helpful to come up with a little strategy plan. Since you've determined your content and the format in which you want to communicate it in the previous exercise, you can schedule a day for content creation once a week, for example, in order to have what you need ready for the rest of the month.

DON'T TAKE ON TOO MUCH RIGHT AWAY AND START SMALL. ASK YOURSELF HOW MANY POSTS/ARTICLES/VIDEOS ARE REALISTICALLY DOABLE AND DETERMINE HOW OFTEN YOU WANT TO SHARE SOMETHING.

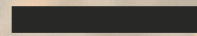
HOW MANY AND ON WHICH DAYS OF THE WEEK DO YOU WANT TO SHARE?

* CONTENT - STRATEGY

WHAT FORMAT DO YOU WANT TO POST AND HOW OFTEN? *(e.g. 1 video/every 2 weeks, 1 blogposts/month)*

ON HOW MANY AND ON WHICH DAYS DO YOU WANT TO PREPARE CONTENT?

QUESTIONS?



JUST SEND ME AN E-MAIL

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I'm looking forward to hearing from you!

