

NOTHING LEFT TO SAY TO YOUR AUDIENCE? THINK AGAIN!

You have more to say than you realize. And so many more ways that you can say it. Connecting your message with your ideal clients is about reaching:

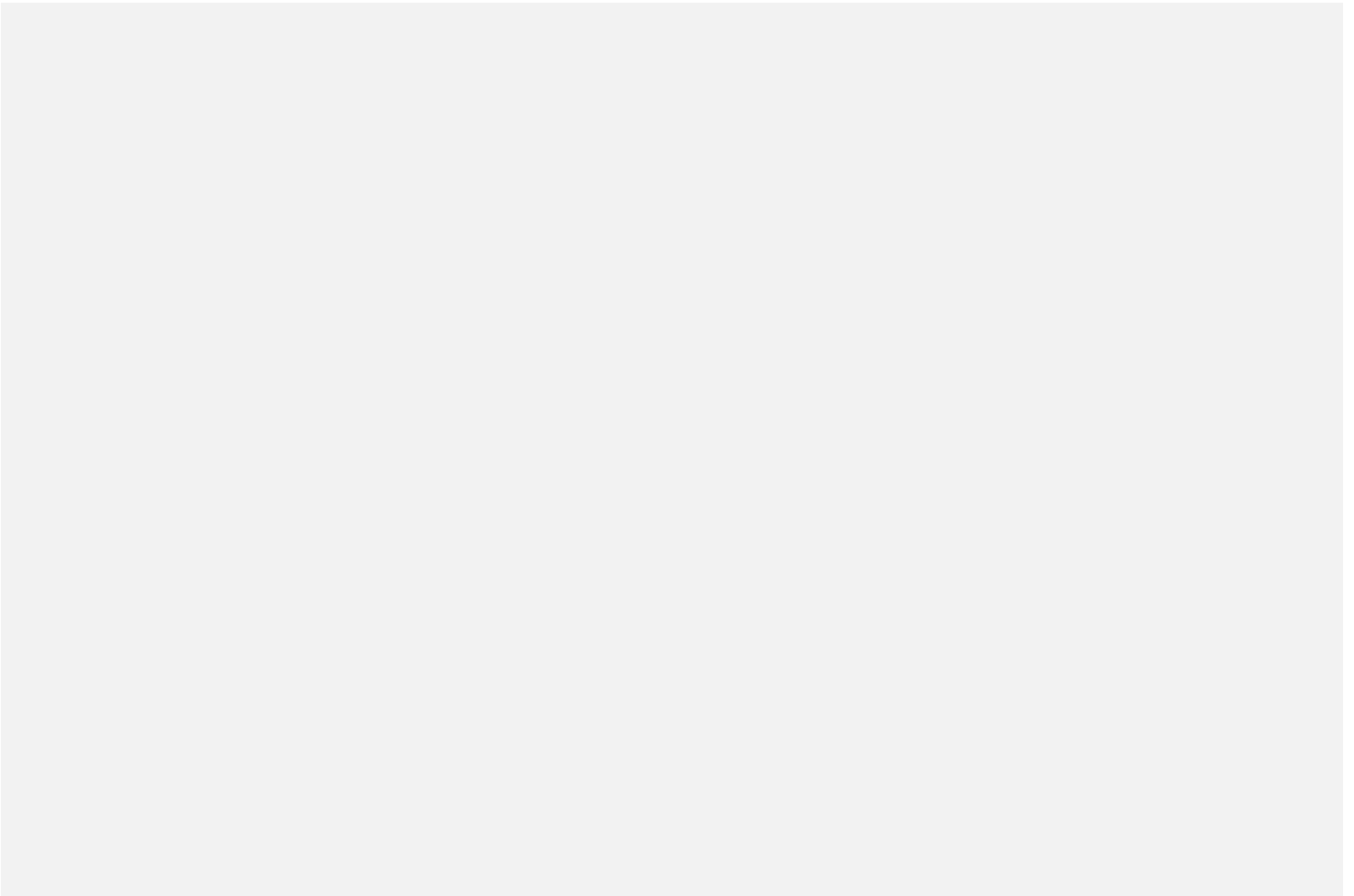
- (1) The right person
- (2) At the right time
- (3) In the right way

For wherever they are in their personal journey and their journey from COLD to SOLD on your offer.

This exercise will help you very quickly brainstorm an unlimited supply of content.

You shouldn't need more than 15 to 20 minutes. Just set the timer to get started.

1. Write down five things that you know your ideal client needs help with.
2. For each one of these, write down five things that are related to that.
3. For each one of those, write down five things related to that.



After completing this exercise, you should have over a hundred posts. Anytime you need more, do the exercise again with a slightly different twist or perspective on each thing you listed.

Suddenly you have so many topics to draw from, which will only grow as you learn more and more about your ideal client, their pain points and their aspirations.

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Here's one way that you might do this exercise.

Just start in the middle with your ideal client's pain point.

Then branch out, writing quickly everything that's connected to that.

Then branch out from those branches with other ideas.

Do this until the timer goes off or until you've exhausted the ideas you can think of.

