



Finding Your Five

EST.

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2017

PASSIONATE BUSINESS OWNERS LAUNCH + UPLE
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WEBSITES + SOCIALS

Choosing Your Five Go-To Themes

First, use the box on the right to brainstorm 'who' your brand is and what you uniquely offer your customers or audience. Then, use your answers to identify your five go-to themes.

1.
2.
3.
4.
5.

Insights

You will be posting about these themes weekly, so make sure you can commit to them. Your audience WILL realise if you don't know your stuff!

Theme Brainstorm

Explore Your Five Go-To Themes

To make sure that you've picked themes that you can create an abundance of content for, use this exercise to explore possible topics for each of your themes.

Try thinking broad with your first few topics, then create subtopics or key-points that you can use to reinforce the main topic.

This exercise is a great way to brainstorm months worth of content topics. This will ultimately allow you to present yourself as an expert.

*Note: **Don't be afraid to get personal.** Your brand doesn't have to be known for just one thing. For your audience to know, like and trust you need to connect with them AND provide value worthy of their time.*

BOSS TIP: Start each topic with a 'search worthy' title.
eg. 'How to'
- 'Why You Need'
- '5 Ways to'

Theme:

Explore Topic Ideas:

Explore Your Five Go-To Themes

Theme:

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