

DAY 2



How To Consistently Come Up With Great Content That Converts

Write down three possible topics you could create content around

- 1.)
- 2.)
- 3.)

" WHEN YOU BEGIN TO PAY ATTENTION TO THE QUESTIONS YOUR IDEAL CLIENT IS ASKING YOU WILL HAVE A HOST OF IDEAS FOR NEW CONTENT."

Kat Lewis

All of your content needs to be created with your ideal client in mind, but that doesn't go far enough (if you haven't already created an ideal client avatar then see the show notes below and do that first). You need to get inside the mind of your client and establish two things:

What they already know

What they don't know

