

1. WHO do you serve? (smallest viable market)

2. WHAT are they struggling with? **WHAT** are they afraid of?

3. WHAT do you provide? (specifically, what is the value of the product or service you provide?)

4. WHAT is your message to your audience? What is the story you will tell?

5. WHY do you do the work you do? **WHY** should your people care about it?

6. HOW will you reach your target audience? (specifically, what media will you use to reach them?)

7. WHAT type of content will you create? Specifically, list 5-6 themes/categories you will focus on that your audience will deem valuable.

8. WHAT is your Lead Capture System? In other words, how will you entice potential clients to give you their email address/contact info?

9. WHAT do you want your audience/clients to experience?

10. HOW do you want people (your audience, clients) to feel when they interact with your brand?

