

First of Ten

Creating Great Content Ideas

INTRODUCTION

In this exercise, you'll use what you've learned so far about your audience—the needs and wants you wrote down, their story—to come up with 10 possible article topics. You'll write these 10 ideas in your Authority Journal.

This is different from the last assignment, where you were recording memories, experiences, stories, and other “seeds” for future content. How?

In the last exercise you did not have to think about whether those seeds would make a good article or how you would turn them into an article that was relevant to your audience.

In this exercise you will take that extra step and come up with ideas that you think do address a specific question, challenge, or need your future audience might have.

Once you come up with your first 10 ideas, choose just ONE of those 10 to develop into a rough draft of an actual piece of content. You have a couple of months to work on this article.

(Note: you don't have to write an article. It could be a video [vlog] if you prefer. Or even a webinar—whatever medium is comfortable for you, although I'd suggest that a straightforward article is the best place to start for most of you.)

Consider using the Authority Compass to help write the rough draft of your article:

- WHO is this information for?
- WHAT is your message? What is the main point you are trying to get across?
- WHY should it matter to them to learn what you're sharing?
- HOW can they take action based on your article?