

## LESSON 4: FINDING YOUR WHY

You know how (problem) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What I do is (solution) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

In fact, (proof) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## EXAMPLE: WIT & DELIGHT

**You know how** every 20-something has that moment when they realize becoming an adult doesn't automatically mean you know who you are and what you want to do with your life?





**What we do is** create original content, essays, products, and experiences with actionable advice designed take readers from inspired to transformed.

**In fact,** we reach 3.2 million people through our social media channels, design lifestyle and decor products inspired by our content, and support and celebrate women-owned businesses along the way.

## LESSON 6: CREATING SUCCESSFUL CONTENT

CHANNEL:	ROLE:	CONTENT TYPE:	POSTING CADENCE:	COMMUNITY ATTRIBUTES:

## EXAMPLE: WIT & DELIGHT

CHANNEL:	ROLE:	CONTENT TYPE:	POSTING CADENCE:	COMMUNITY ATTRIBUTES:
	HOME BASE	Inspiration Personal Stories Value-add content / experiences Discoveries Ideas & DIY Tutorials	New articles five days a week New podcast every week New email every week	Strongest loyalty Insiders Give great feedback Cheerleaders Community Support
	POV	Projects Experiences Perspectives Inspiration Events Musings	1-3 x Daily	Looking for inspiration Find content helpful in their lives See content as a break from everyday grind
	JOURNAL	Ideas Life hacks Recipes Things to do / try Crafts / DIY to make for the blog	10-20 x Daily	No strong brand loyalty Drives page views and converts to readers
	SOAPBOX	News Community Support Announcements Cultural touch-points / Memes Current Events	1-10x Daily	Strong loyalty New audiences through paid ads

## LESSON 9: BUILDING A LOYAL AUDIENCE

**Who is your audience?**

**What fears, dreams, hopes do they have?**

**How do you connect and relate to them?**

**BUILDING A LOYAL AUDIENCE**

**Why Do They Follow?**

**How Do I Serve Them?**


**CIRCLE THE THREE MOST IMPACTFUL THINGS YOU  
DO TO SERVE YOUR FOLLOWERS**