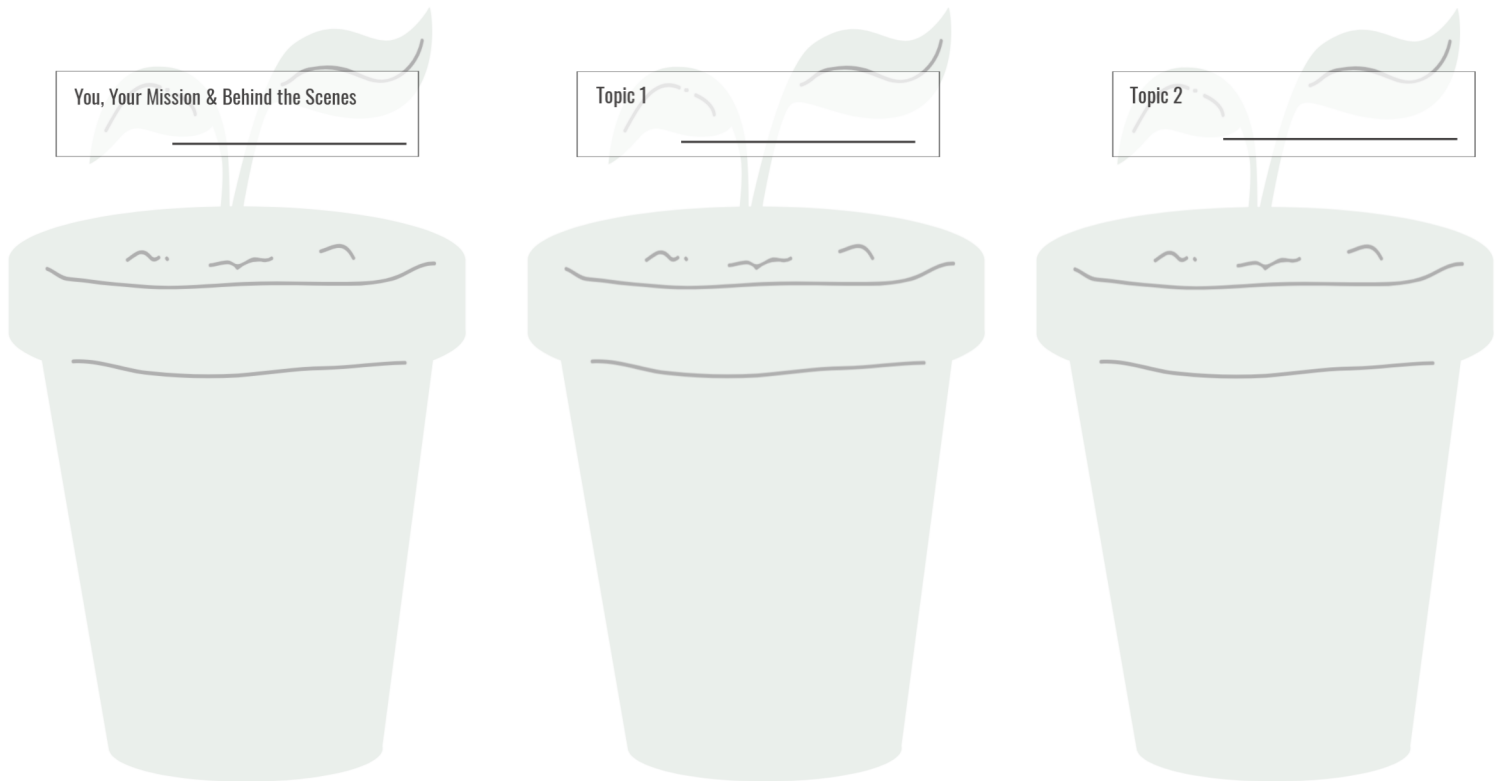
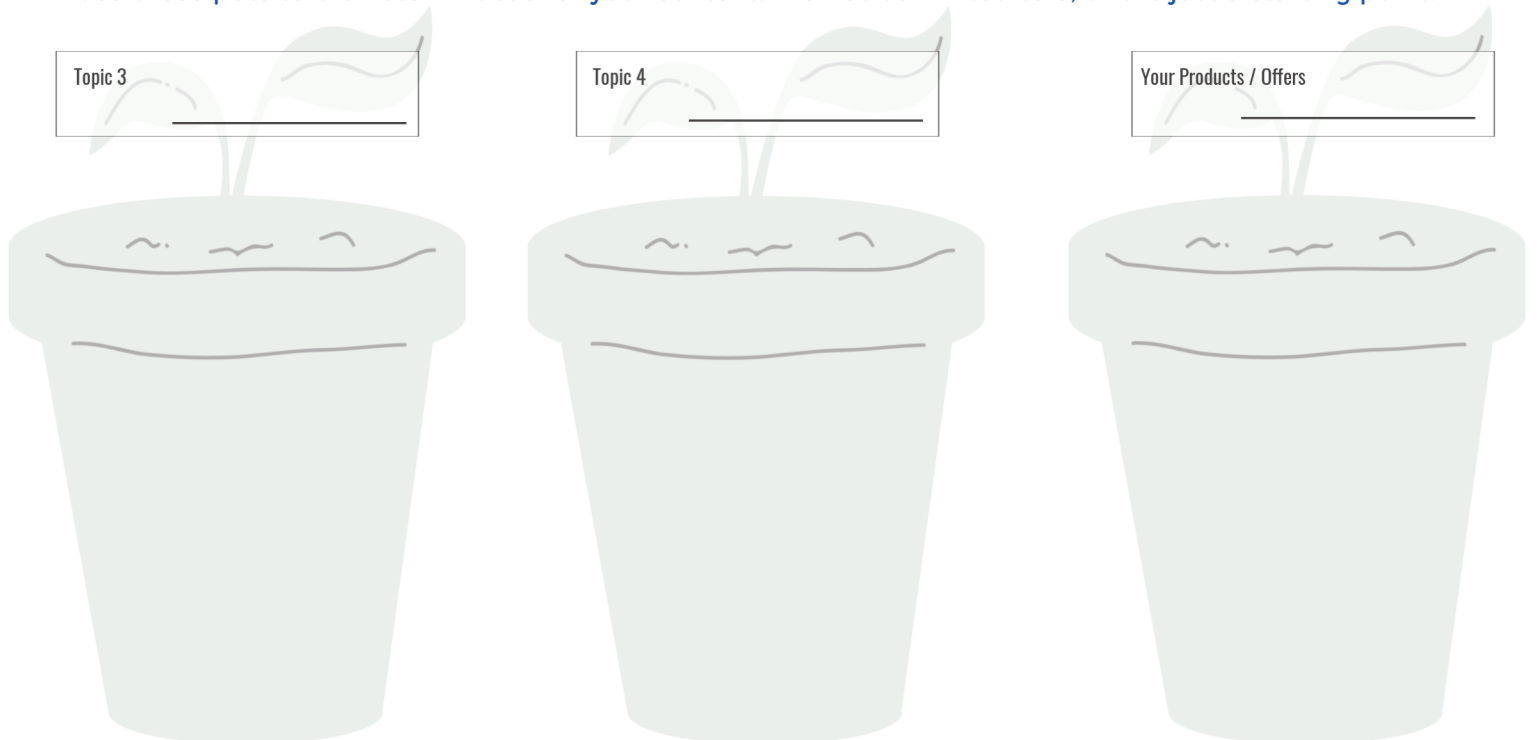


CONTENT BUCKETS

This is how to create content with a purpose. To create your content buckets, think about all the different aspects of your business and revenue streams that relate to your target audience - those are your topics! Another way to work out your different buckets is to think about the categories on your blog or in your Instagram highlights. Your buckets should clearly let your audience know about you and your business. Ideally you will cycle through the buckets regularly, even weekly.



Use these pots to brainstorm ideas for your content. Do not be limited to 6, this is just a starting point.



Write your ideas in the pots. Later transfer the ideas to a spreadsheet.