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20 Ideas to Spark Your Magnetic Content Creation

Strategies to Help You Connect with Your Tribe and Share Content They Need, Want and Love!
Idea #1

Keep track of the top questions your target market asks about your company. Think about different ways you could answer them.
What have your customers needed help with in the past? Create content that answers their questions.
Do you have any events scheduled? Plan to take some photos or videos to create visual content and show a different side to your business.
Idea #4

What are the benefits of your product or service? Create content in different media formats to reinforce those benefits.
Idea #5

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Who are the big players in your industry? Create content using quotes from people your customer will recognize.
What makes you different from your competition? Try a new format for showing people the differences, such as video.
Idea #7

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What have your followers liked most in the past? Give it to them... and more. Periodically repost content that was a hit with your tribe.
Idea #8

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How can you relate to your customer on an emotional level? What has evoked emotional reactions in the past? Try to encourage emotional reactions to your content.
What’s stopping your ideal customer from using your product or service? Create content that addresses those objections.
Idea #10

What is there about your business that can be a little confusing? Create a step-by-step article or infographic to makes things a little clearer.
Which companies does your customer look up to? Try to incorporate some of their strengths into your content creation.

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Idea #12

Which content formats do you currently utilize? Branch out further and try something different to see what kind of response you get.

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What does your customer want to say? Give them a chance to give you feedback and incorporate what they suggest into your content to engage them even further.
What is your target market doing? Do a little research to find out where they go online and what they’re doing… then publish content there as well.
What’s your story? Incorporate highlights of the story of your business into your content to encourage and inspire people.
Idea #16

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Does your customer really know all the things your product or service is/does? Create an instructional video to engage and explain.
What mistakes have your customers made in the past? Show them your processes to avoid them in the future.
Idea #18

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What type of content catches your own eye? Consider its strengths and weaknesses from the perspective of your customer.
Idea #19

Follow the Market Domination Blueprint to repurpose your content. Be sure to make your message magnetic so it has the greatest impact!
Idea #20

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What does your customer really want? Your biggest content creation tool is your ability to put yourself in their shoes.