

THE CONTENT PLANNING PARTY – DAY 2

**Creating The Top Five Categories
In Your Business**

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What is the step by step process you take clients through from start to finish?

What are the main topics you touch on with your clients? (hint: you can typically find some/most of these in your message)

What are the main results they get from working with you? (again, reference your message if needed)

After reviewing and getting clear on all of the above, what are the 5 main categories that tie this all together in your business? (Remember my example: mindset, messaging/ICA, content, strategy, and execution)

Woohoo! Once you've gotten clear on your 5 main categories, take a moment to celebrate yourself and your newfound clarity 🥂 You're doing great!