

#BeAGameChanger
@LethiaOwens

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

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Keep track of the top questions your target market asks about your company. Think about different ways you could answer them.



Idea #2

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What have your customers needed help with in the past? Create content that answers their questions.



Idea #3

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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

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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.



Idea #6

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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.



Idea #9

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What's stopping your ideal customer from using your product or service? Create content that addresses those objections.



Idea #10

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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.



Idea #11

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Which companies does your customer look up to? Try to incorporate some of their strengths into your content creation.



Idea #12

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



Idea #13

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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.



Idea #14

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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.



Idea #15

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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.



Idea #17

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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

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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.

