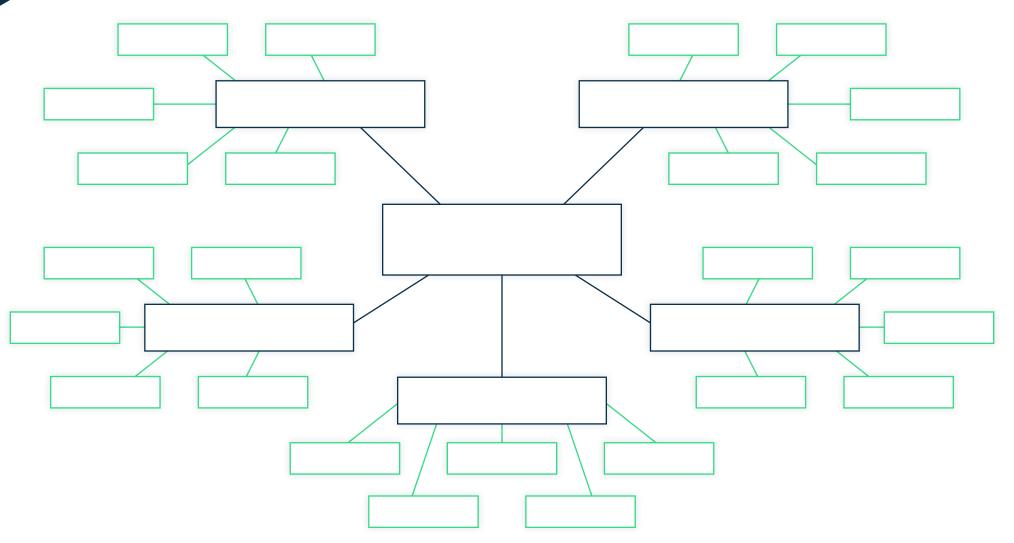


## **Topic Cluster Planner**

Use this blank mindmap to help you think through your topics. Remember to start with pillars – longer articles that cover a topic broadly – and then go into greater detail in your subtopics, mini-topics and beyond. Don't limit yourself to just this map! If you think of more, write them on the back or on another list. This is just a way to help get your creative juices flowing.



The information included herein is for informational purposes and is intended for use by advisors only, not for public distribution. Carson Partners offers investment advisory services through CWM, LLC, an SEC Registered Investment Advisor. Carson Coaching and CWM, LLC are separate but affiliated companies and wholly-owned subsidiaries of Carson Holdings, LLC. Carson Coaching does not provide advisory services.