

Content Topics Brainstorm Exercise

Use this document to help you decide which topics to discuss and post about on social media.

What topics and areas of life and business are you passionate about? (E.g. Fishing, wine tasting, traveling the world, your family, eating healthy, doing CrossFit, playing an instrument, singing in your church's worship band, financial planning, estate planning, holistic wealth management.) **List as many as possible—up to 10.**

1

6

2

7

3

8

4

9

5

10

Choose 3-5 of these larger topics (from the list above) and think of different components of the larger topic that you can create content around. **The first is an example:**

Topic:

5 different subtopics that you can create content about for your social media posts:

1

2

3

4

5

Your Turn!

Topic:

5 different subtopics that you can create content about for your social media posts:

1

2

3

4

5

Topic:

5 different subtopics that you can create content about for your social media posts:

1

2

3

4

5

Topic:

5 different subtopics that you can create content about for your social media posts:

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Once you complete this exercise, you might think, “This is *only* 25 different posts!” Wrong! This list of 25 (if you’ve written out 5 subtopics for the 5 different major topics) is the seed for greater creativity. Next, you run through this same exercise with the subtopics in the space of “Topic” and then create 5 subtopics for this subtopic. These can become your posts! After doing this will all subtopics from all 5 major topics, you’ll now have a massive list of possible topics to post about on social media.

To show you an example of what this might look like, let’s take the first subtopic from the example above about “Living a healthy lifestyle.”

Topic:

5 different subtopics that you can create content about for your social media posts:

1

2

3

4

5

You can do this with every topic. By the way, just because you post once about why you eat healthy doesn’t mean you can never post about it again. After a few months, your followers may need reminded of your reasons. Additionally, because of the algorithms of the social media platforms (Algorithm refers to how the platform decides which of your followers will see your posts) only allow a portion of your followers to see your posts, you can post the same or similar content again in a week or in a few weeks knowing that it could be new for some of your followers.

If you complete this entire exercise all the way through the subtopics of the subtopics, you’ll be well-positioned to create content for the next several weeks!

Use this exercise to get your creative juices flowing. Once you start, you might find that even more ideas for different posts come to you. Note these ideas in a location you can reference them later for future use.



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