

KICKSTART YOUR STRATEGY

1. WHO ARE YOU HELPING?

WHAT TYPE OF PERSON ARE YOU HELPING (AGE, LIFESTYLE, GOALS)?

WHY DO THEY NEED YOUR HELP?

2. WHAT ARE YOU OFFERING?

WHAT IS YOUR CORE SERVICE?

WHAT TRANSFORMATION OR RESULT DO YOU PROVIDE?

3. WHAT MAKES YOU DIFFERENT?

WHAT'S YOUR TONE, STYLE, OR PROCESS THAT'S UNIQUE TO YOU?

WHAT PART OF THIS JOB LIGHTS YOU UP?

4. WHAT IS YOUR CONTENT STRATEGY?

HOW OFTEN WILL YOU POST AND ON WHAT PLATFORMS?

WHAT THEMES WILL YOU ROTATE THROUGH? (E.G., EDUCATION,
INSPIRATION, BEHIND-THE-SCENES)

5. WHAT'S YOUR LEAD STRATEGY?

HOW WILL PEOPLE FIND YOU (HASHTAGS, SHARES, REELS, DMS)?

WHAT'S THE FIRST STEP FOR SOMEONE TO WORK WITH YOU? (DM,
FORM, EMAIL?)

6. WHAT'S YOUR WORKFLOW?

HOW WILL YOU ONBOARD NEW CLIENTS?

WHAT TOOLS WILL YOU USE FOR SCHEDULING, TRACKING
PROGRESS, COMMUNICATION?

7. WHAT'S NEXT?

AFTER THIS FIRST CLIENT/CASE STUDY, HOW WILL YOU KEEP THE
MOMENTUM?

WHAT ARE 1-2 OFFERS OR PACKAGES YOU CAN BUILD OVER TIME?