10 x 10 content grid

Think of 10 foundation topics – eg your expertise areas, your clients/customers pain points, the 10 most commonly asked questions you get asked when people hear you are an … architect, accountant, crypto currency miner, electrician, exotic bird vet…

If one topic comes up over and over again in subtopics – this is an indicator it can be one of your foundation topics

Taking time with this to get lots of ideas out will reap the best rewards. Then you can schedule all of this delicious content, and bust writer’s block out of your life

On the following pages is a pre-formatted grid to help get you started:

What do you want to be seen as an expert in? (what do people want to know the most)

What’s one broad topic that your audience wants help with? (imagine your customer’s typical day and the problems they face)

What are the 10 subtopics you can provide content on to appear as an expert and to be what your audience wants to read about?

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