

MAKE BANK WITH YOUR BLOG

Day 2 Content, Content, Content,



As an influencer or blogger content is **king**. Producing great content is the number one way to ensure success. Not sure what exciting content that your audience can't wait to engage with looks like? Don't worry, we will be going over all of that in this activity.

Day 2

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PHASE 1: RESEARCH

1: Find your most engaged content piece (chances are you already know it) whether it's a blog post that went viral, an Instagram picture with the most comments, Facebook post with a bunch of likes, a recipe Pin that is shared way more than the rest? Whatever that content is I want you to dissect it and answer the questions below in your handy dandy notebook. :)

1. What platform did you post this content on?
2. What day/time?
3. What makes it different than your other content?
4. What do you love about this content?
5. What areas would you change with it?

PHASE 2: ROLE MODEL

Phase 1 of research is over now on to phase 2. Who is your blogger crush or influencer you want to be your bff? Check out their most engaged content. You can look at their most popular platform and see what content they create that gets the most engagement. Now back to the journal.

1. What platform did they post this content on?
2. What day/time?
3. What makes it different than your content?
4. What do you love about this content?
5. What would you change about it?

PHASE 3: BONUS

Remember your dream business from yesterday. You can take it a step further and answer these questions with your dream business too.

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PHASE 4: CREATE

Next step, create content inspired by each set of questions.

- Your content
- Biz crushes content
- Dream content *bonus*

Create these right now and schedule them for this week. You will be giving your audience what they want while attracting the audience of your dreams to align with your dream brand. AKA making business magic. ***cue dance partayyyy*** Alright, now go create! Share your creations to our group too! I'd love to see them!

