Getting clear on your business / brand / career goals.

It's important to get clear on your business, brand, and career goals. When you know exactly what you want to be known for and where you're headed, your content becomes more intentional, cohesive, and aligned with your bigger vision.

Think of social media as a tool to increase your visibility, attract opportunities, and drive more financial success. But for it to work, you need clarity on your end goal.

Your brand / niche ● What do I want to be known for? ● What am I passionate about? ● What 'vibe' do I want to portray online? *Are these topics relevant to my goals / results / career goals?*	
Content pillars Pick up to 5 topics that are relevant to you + your goals, your brand and what you enjoy talking about. These can be utilised in your: ● Visuals ● B roll ● Messaging ● Content topics	
Online + career goals ● What is my career goal online? ● What do I want to drive my content too? *(aka your business, a certain offer, product, business, collab opportunities)* *Get super detailed, get clear on where you're wanting to convert your dream audience too.*	
Measurable results ● What does 'success' look like to me? ● If your dream audience clicked on your profile, what action would you want them to take and why?	

● How do you want to show up to get these results? *(what kind of things are you talking about/ posting content about/ promoting etc)*	