

THE MAP OF INFLUENCE

How to never run out of post ideas



Wohoo! Congrats on joining The Social Academy to take your social media to the next level!

The Social Academy will do most of the heavy lifting for you by outlining the post captions for you so that all you have to do is add in your area of expertise!

However, I know it can be difficult to come up with different “value & education” topics.

I get it -- you're not alone!

This happens to almost everyone I talk to ... even myself!

So instead of getting frustrated every day I sit down to create content for both myself and my clients I created a system called, The Map of Influence, to help bypass the frustration so that you never run out of post ideas again

THE MAP OF INFLUENCE is built off the idea of narrowing your focus rather than expanding your focus of topics.

Counterintuitive, I know, but it works!

When you impose limitations on yourself, your creativity often increases!

Just think of a time when it was the last day before a grocery run and pickings were slim in the fridge to create a meal -- but you accepted the challenge to create something with what little you had -- I bet if you're anything like me, some of my most amazing, creative meals come from when I have very few ingredients to choose from.

Well the idea is similar to having a bare fridge and needing to make a dinner ASAP.

You take stock of what you have and then let the creativity begin!

And the bonus part of this framework, any post that you create will be “on-brand.” (PRO tip -- this idea also works for blog post ideas)

THE MAP OF INFLUENCE STEPS

STEP 1

Choose 1-2 broad (yet, narrow) subjects that you want to be known for

Examples: Hormones, gut health, raising healthy kids, anti-aging, diabetes, cardiovascular health, chronic fatigue / disease, optimal performance for athletes, thyroid health, binge eating, etc

The key here is to only pick 1-2 things because I know how tempting it can be to say “but I can help with all / several of those things.”

However, to create an organic content strategy that converts you typically need to reign in your focus.

The more you speak to “one person” the better your content will do in terms of engagement & conversions.

And I know this question is coming so I’ll answer it now for you.

For those of you who do run a clinic that does focus on a larger target market, you can still go through this exercise and think about the following questions:

- What problems / symptoms do 80% of our clients / patients struggle with?
- Which patients / clients typically get some of the best results?
- Think about some of your favorite symptoms / problems / clients to work with?
- Often, even if you didn’t realize it at first, a common thread or theme will start to emerge.

Use those themes as a starting place as your 1-2 broad categories.

STEP 2

Choose 4-5 subcategories for each core value subject

Example 1:

Core value subject: Anti-aging

Subcategories:

- Gut - brain connection
- Lifestyle factors of aging
- Inflammations role in aging
- Memory loss / retention

Example 2:

Core value subjects: Gut health & Hormone health

Gut Health Subcategories:

- Microbiome
- Gut - hormone connection
- Leaky gut
- IBS / IBD
- Pathogens of gut imbalances

Hormone Health Subcategories:

- Hormone - gut connection
- General overview of female hormone imbalances
- PCOS
- PMS / PMDD
- Endometriosis

NOTE: some of these subcategories can even be core topics for some -- it all depends how niched down your business is!)

STEP 3

Create a google doc / excel sheet and / or other files that you have easy access to.

Create a space for each of those 1-2 core categories + 4-5 subcategories. Similar to the way I've listed it above.

STEP 4

Now brainstorm 10-20 post ideas for each subcategory

After reading that you're probably like, whoa, wait a second. There's no way I'm going to be able to do that.

I can barely come up with ONE POST IDEA and now you're telling me to do... **mentally calculates the math** 50-200 post ideas in one sitting?!?! No way Jose.

Before you click away, and think I'm crazy for asking you to do that, I promise that yes it is possible, and no it's not as hard as it looks ;)

Plus I have a few tricks up my sleeve to make it easier than it sounds.

Ready to get started?

So now this step can vary depending on the type of person you are.

Person 1: Methodical Approach

Some like to methodically go through each category, one-by-one and come up with 10-20 ideas for each subcategory

Person 2: Creative Approach

And then there's others who like a more sporadic approach and write down ideas as they fly into their brain disregarding any specific order to come up with the ideas.

Person 3: A hybrid of the above 2.

The last type of way someone might do this is to work methodically through the list, but when a juicy idea comes, they might stray away to a different subcategory for a few minutes as the ideas are rolling in and when they stop they'll resume back to the top. (This is ME! Anyone else?)

I would like to mention all the options because after working several years with people helping them create content I recognize that there's different ways that people like to go about doing things and that boxing people into one way or the other, simply doesn't work.

So now that you know how you'll most likely start filling them in, let's share some examples + hacks!

For the sake of length, I'll only do one subcategory as an example:

Core topic: Gut health

Subcategory: Microbiome

Questions to ask:

What, How, Why, Where, When, Who

WHAT

- What is the microbiome?
- What disrupts the microbiome (overview post + specific post about each disrupter)
 - SAD diet
 - Sugar
 - Environmental toxins
 - Skincare products
 - Cleaning supplies
 - Antimicrobial soaps
 - Antibiotics
- Different overgrowths of the microbiome
- Microbiome of the skin
- Overgrowth of bad guys vs low population of good guys
- Prebiotics vs probiotics.
 - What they are + why you need them for the microbiome
- Microbiome friendly products switches
 - Beauty products
 - Cleaning
 - Etc.
- Signs / symptoms your microbiome is unbalanced
- The top foods to feed your microbiome
- The best supplements to support the microbiome

HOW

- How does the microbiome help keep things in balance
- How probiotics affect the microbiome
- Fact or fiction: Do probiotics repopulate the microbiome?

WHY

- Why / how the microbiome is essential to immune health?
- Why / how the microbiome influences your hormones?
- Why / how the microbiome influences your digestive health?
- Why / how the microbiome influences your stress?
- Why / how the microbiome influences anxiety / depression?

WHERE

- Did you know -- your microbiome is more than what's found in your gut?

WHEN

- 3 days of clean eating can drastically make a difference in your microbiome
- "When did my microbiome become unbalance?"

WHO

- Who is more likely to have an imbalanced microbiome

Total: 31 post ideas ~ 10 minutes of brainstorming

(I swear, I started out with only 15, but once started the ideas kept flooding my mind!)

Since my job is to create content and I've probably have written a post about all of these examples at one time in my life, I know that this may be less time than what it takes you. I challenge you to set a timer for 20 minutes to see how many you can get!

Some tips to help you out:

1. Ditch perfection

The point of this exercise is to simply generate ideas.

Forget about whether a post topic is a good idea or "bad idea."

The goal is to simply get as many ideas out of your head as possible.

2. Think back to patient / client conversations about the subcategory topic.

What did they want to know?

What were they surprised at knowing?

3. Still stuck?

Move on and come back to the category.

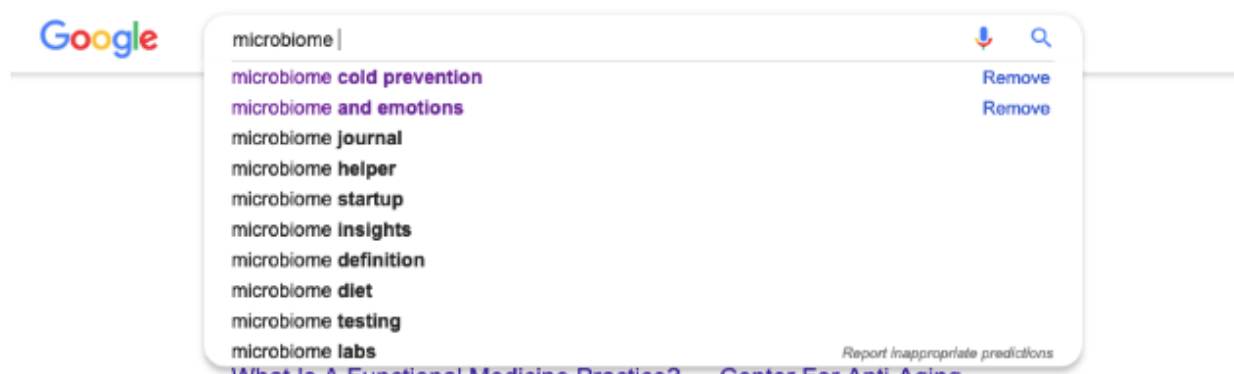
4. STILL STUCK?

Then this is perhaps my favorite tip for you!

But please, only do this if you're really struggling.

Often the best ideas come from your head, and doing this will add time to this task, even if it does solve the "brainstorm block."

Head to our best friend google and type in your subcategory topic:

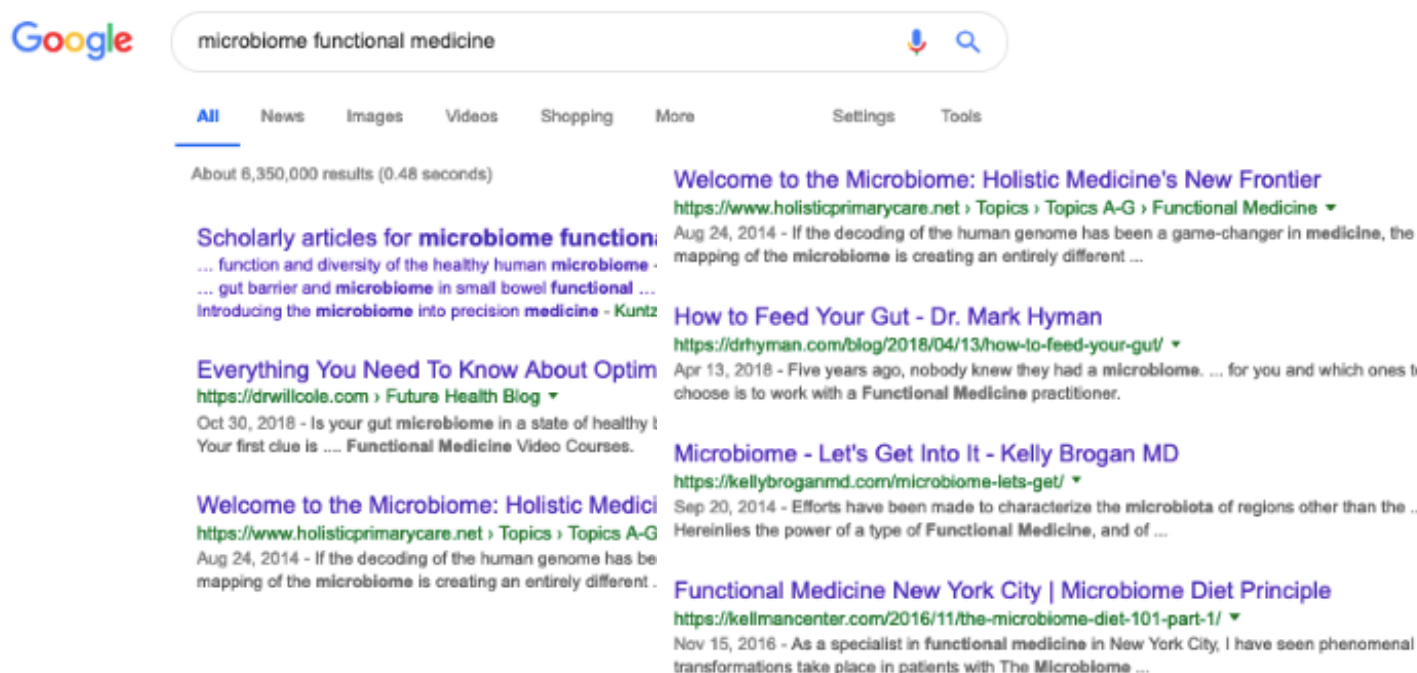


DO YOU SEE THE GOLD MINE OF IDEAS THAT JUST POPPED UP.
(yes, all caps were necessary for that sentence.)

Already, my mind is racing with at least another 10 ideas to add to my above list...but I'll refrain myself.

If you still need more ideas, the next thing you can do is to type in microbiome + (INSERT type of medicine you practice OR a specific topic...like emotions above).

Example: microbiome functional medicine



What you'll notice is that a ton of blog articles will show up.

Pick one or two, browse through them and get ideas.

NOTE: I shouldn't have to say this, but I do because I see it done all the time #sadbuttrue -- do not copy someone else's post or blog. Simply use it for inspiration.

NOTE 2: This becomes dangerous because you can get sucked into the rabbit hole of distraction, called the internet, very easily. Proceed with caution. Scan, don't read.

You can also do this exact same strategy with YouTube searches.

You can always, of course, search for something more specific.

Now repeat this process for each subcategory and you'll most likely have enough content ideas for an entire year!

Step 5: Use this list, chock full of specific ideas every time you want create a value post from the post templates OR if you want to free-style create your own post!

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