

DAY 11 - TOP 3 PROBLEMS YOU SOLVE

Your main goal should be to define your target audience and identify specific area of expertise. Don't try to cater to everyone by being all things to all people.

If you are truly interested in reaching power users, key decision makers, and influencers, your content should be designed around your market.

The first and most crucial step is determining who your target audience is, whether it's past clients, potential customers, industry experts, or existing social media connections. The more specific you are the more your content and strategy will appeal to your audience.

The next problem to solve is to determine what are the top characteristics and traits of your audience. Characterize them!

Only after you've figured that out can you think about the type of content your target audience will be looking for when they land on your blog post.

Next, consider the types of problems you solve for your Facebook fans. Remember, it's your job to provide value to your followers, so think about what you can do to help alleviate their problems.

See if there are any additional resources, new products, and tools you can use in order to solve the top problems your target audience is dealing with.