

PILLARS OF CONTENT

FAMILY:

What aspects of your family can you leverage on social media better?
Can there be distractions in the background?
Can you do a weekly video with your spouse?
Do you have a crazy uncle?
Can you discuss parenting?

DAILY LIFE:

Let people in being the scenes of your life and business. What coffee do you drink? What does your morning routine look like? What was the strangest thing that happened at work today? What questions have you been pondering about your life, family or business?

LOCAL COMMUNITY:

Getting local is your secret weapon on social media.
Where do you eat most?
What "hole in the wall" do you love going to?
What businesses give back? Spotlight them.
Get active with the city council and school system.

PASSIONS:

What are you personally passionate about?
Working out, personal, development, golf, MMA, or a good scotch?
Talk about these things.
Maybe combine them with a talk about mtg. to lighten it up.
This connects way better.

INSPIRATION:

The world sucks...be someone who inspires others.
What book are you reading?
Who inspires you? Interview them on video/podcast?
Where did you used to be stuck? Help other get un-stuck
Be someone's cheerleader, they may need you to be.

BUSINESS EDUCATION:

Educate people about the mortgage process, don't sell.
What questions do you get asked the most often?
What are you surprised that people don't know?
What are the most common misconceptions about what you do? Educate, don't sell!

"ACTIVITY ON SOCIAL MEDIA
ISN'T THE SAME AS BEING
INTENTIONAL WITH SOCIAL
MEDIA."

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FAMILY:

PASSIONS:

DAILY LIFE:

INSPIRATION:

LOCAL
COMMUNITY:

BUSINESS
EDUCATION:

"YOU DON'T NEED TO REMIND THEM
ABOUT WHAT YOU DO, YOU NEED TO
REMIND THEM THAT YOU EXIST."