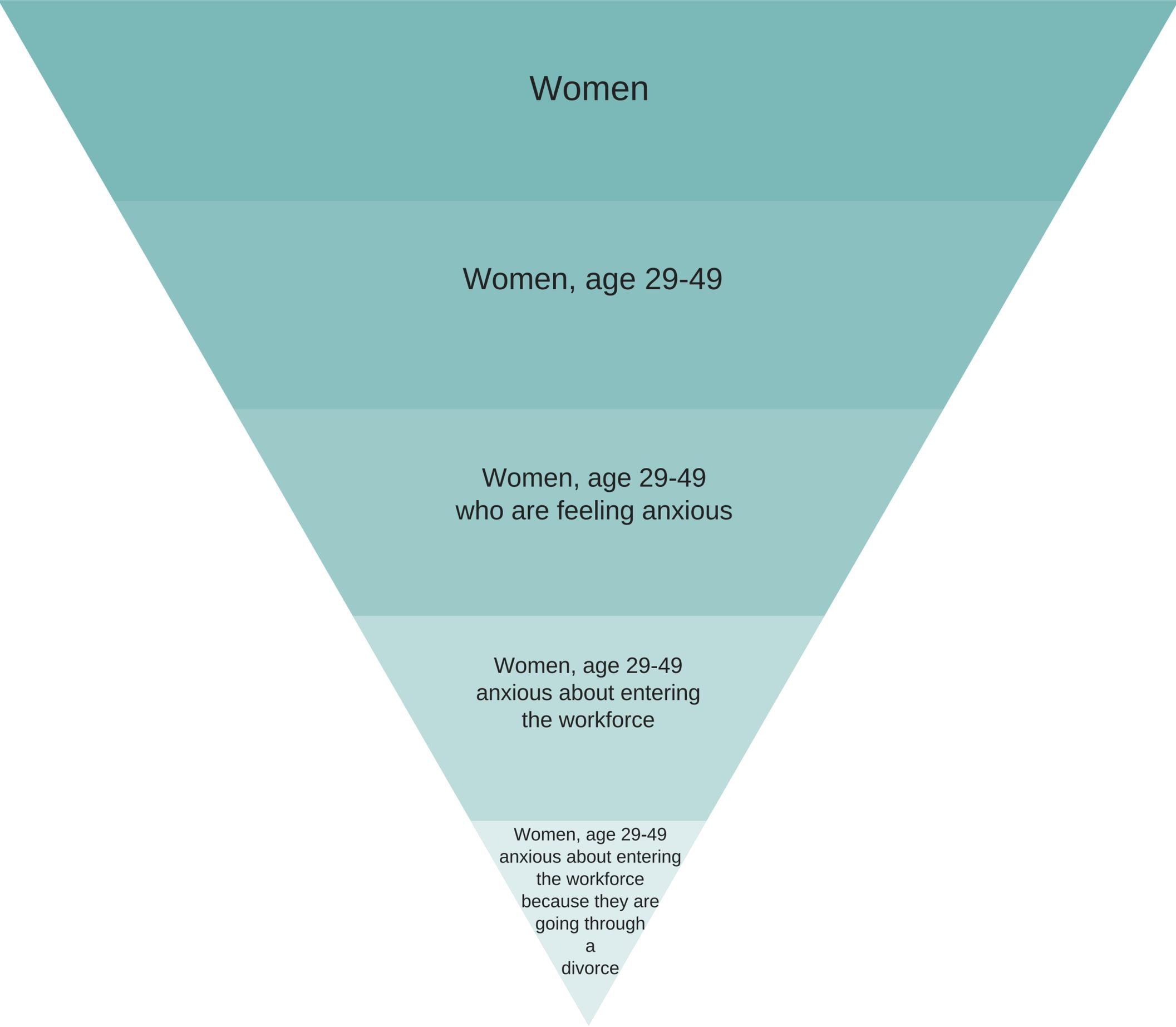


A top-down view of a white coffee cup filled with dark coffee on a white saucer. To the left, a pair of purple-rimmed glasses with a black and white patterned temple is resting on a white notebook. A silver and black pen lies diagonally across the bottom of the notebook. The notebook has blue horizontal lines and a silver spiral binding on the right side. The entire scene is set against a light background with soft shadows.

*The
Clinician's
Guide to
Content
Marketing*

When defining your ideal client, be more specific than you think you need to be. A good rule of thumb is to niche down five times. Some practitioners focus on a demographic/population and others focus on a presenting problem. The following exercise helps you decide on both and funnels your niche even further. This specificity is essential for targeting your market and creating your content. To niche down, at each level ask yourself:

"why else does this client need my services"
"what is at the core of the presenting problem"



Women

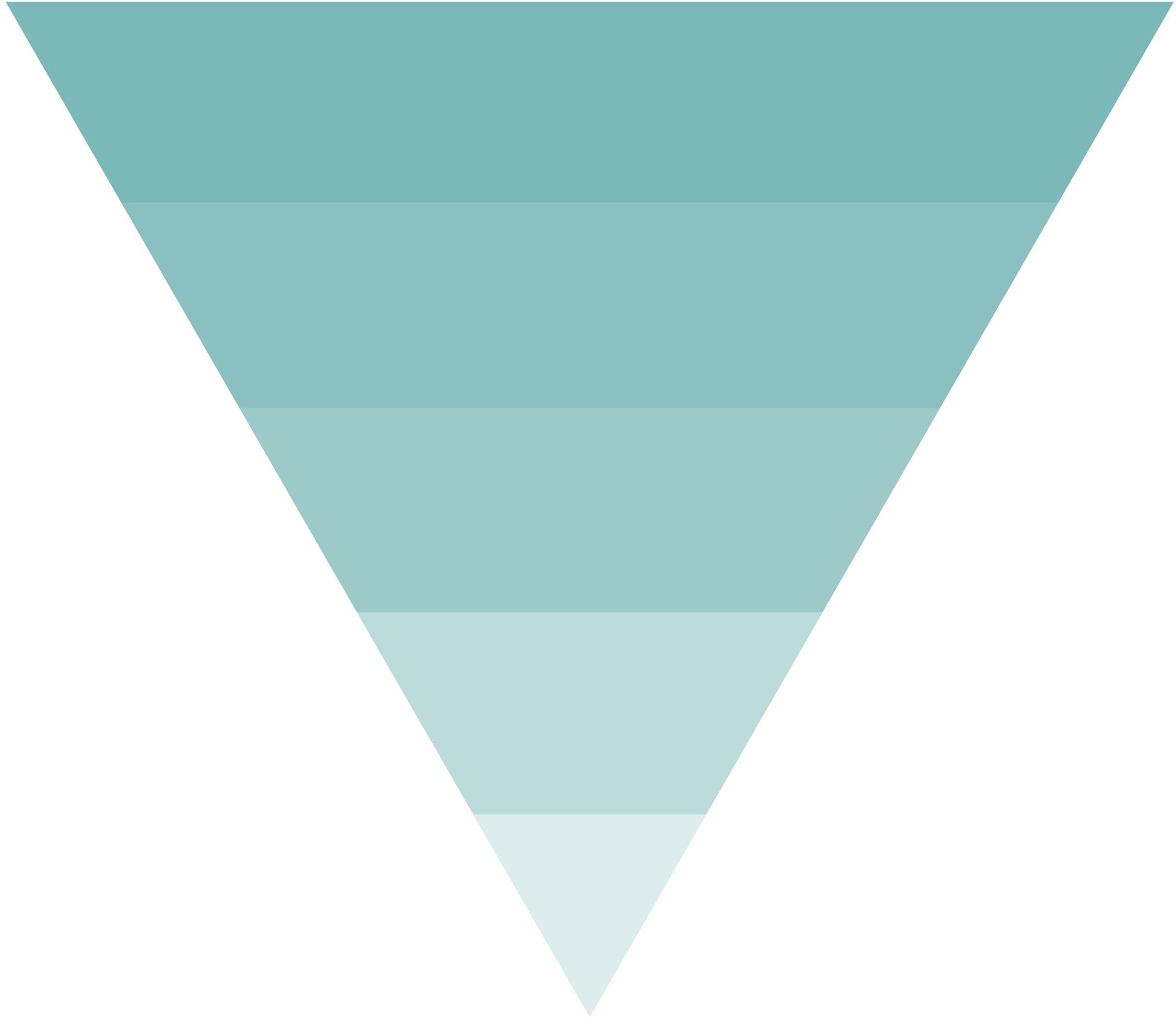
Women, age 29-49

Women, age 29-49
who are feeling anxious

Women, age 29-49
anxious about entering
the workforce

Women, age 29-49
anxious about entering
the workforce
because they are
going through
a
divorce

Fill out your own here:

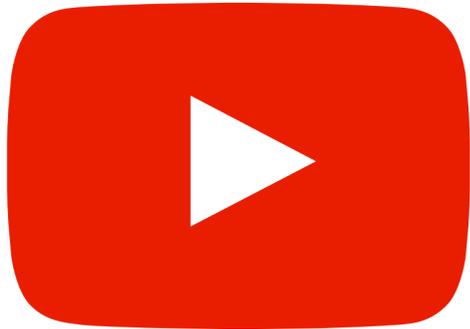


Where does your ideal client spend time online?

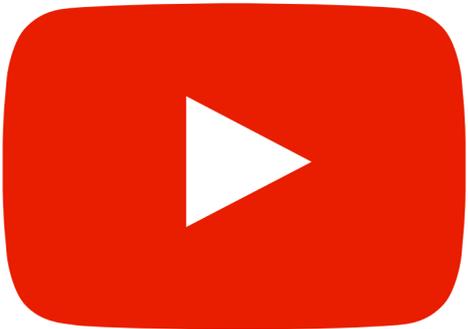
Men Under 30



Women Under 30



Men Over 30

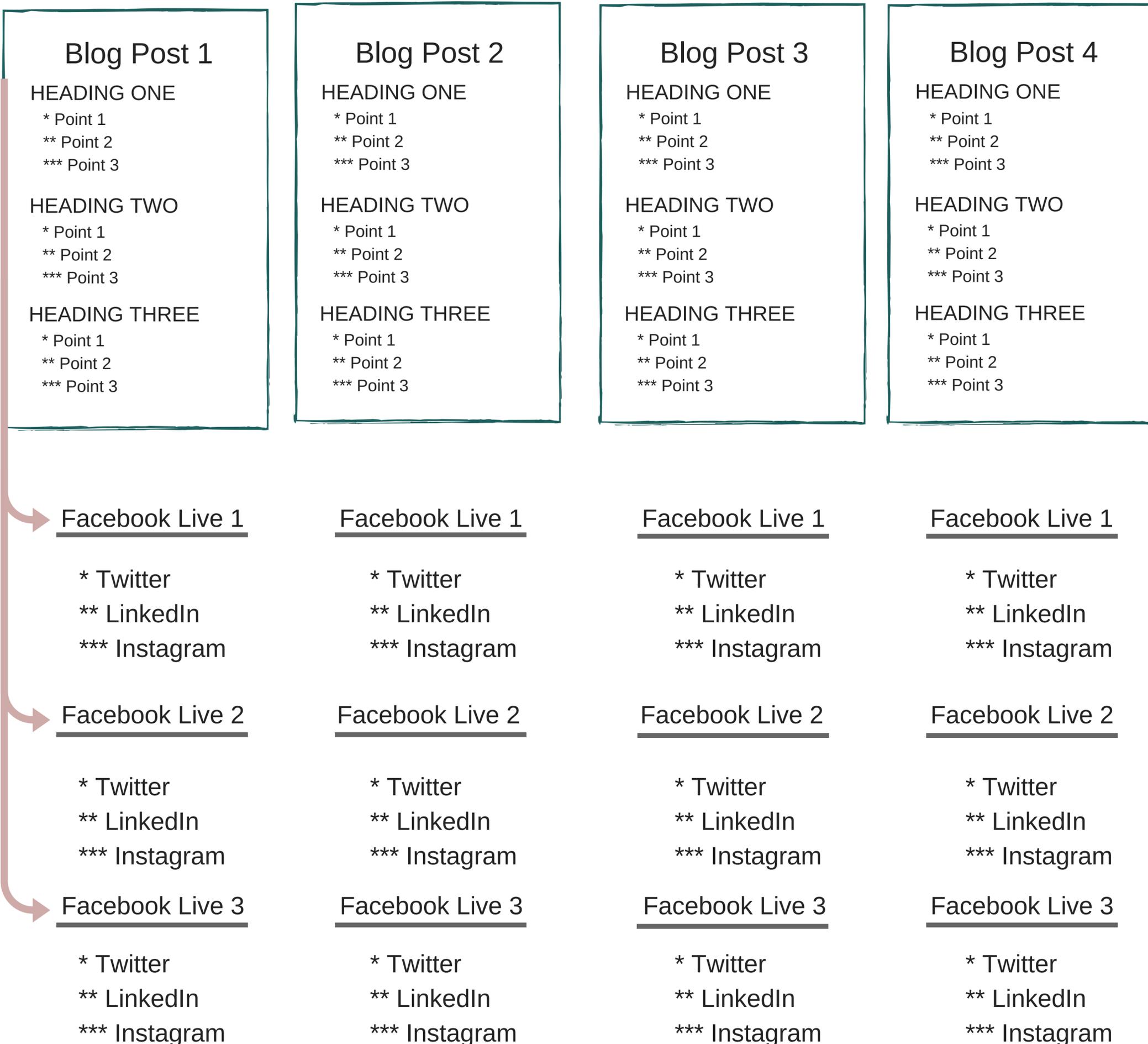


Women Over 30

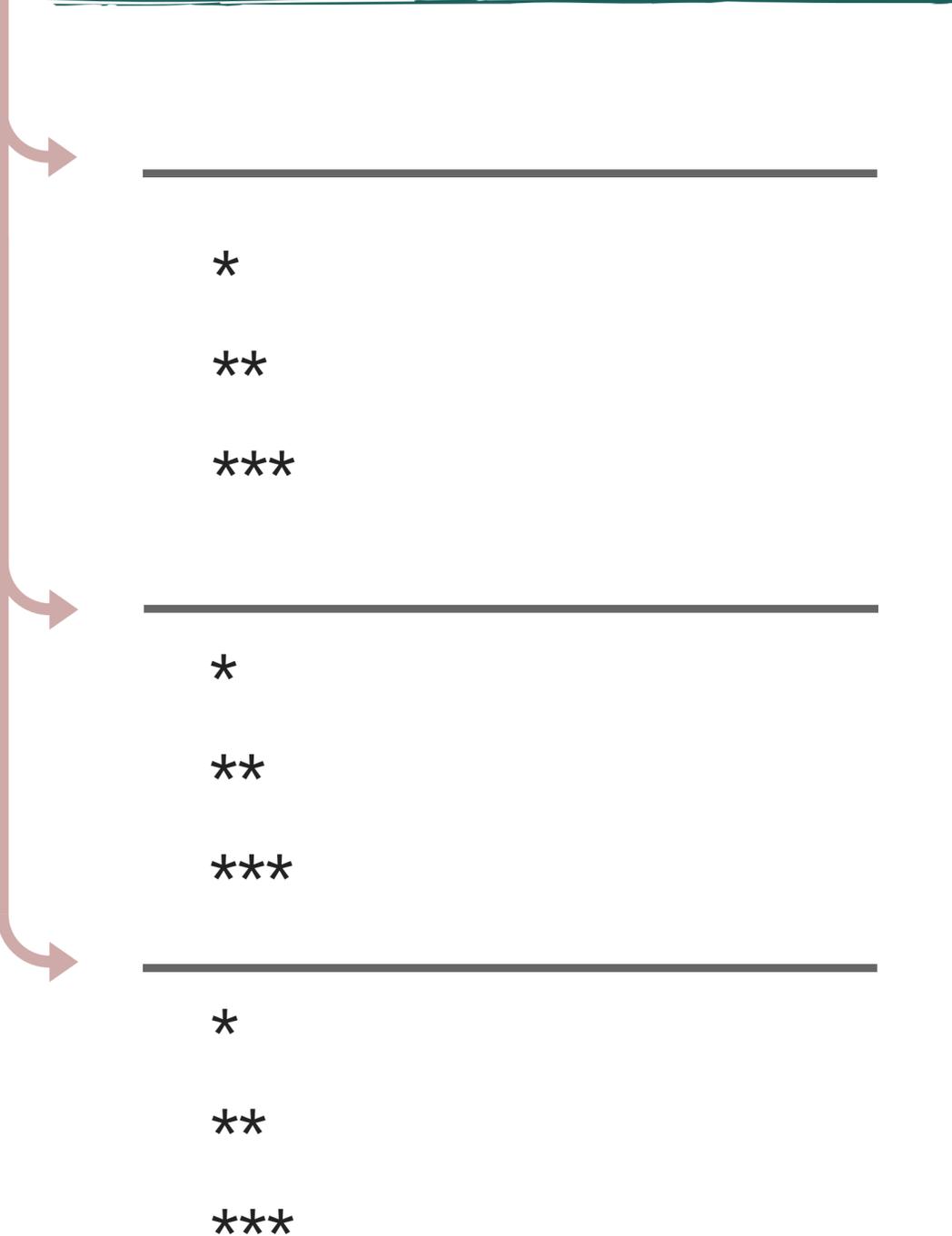
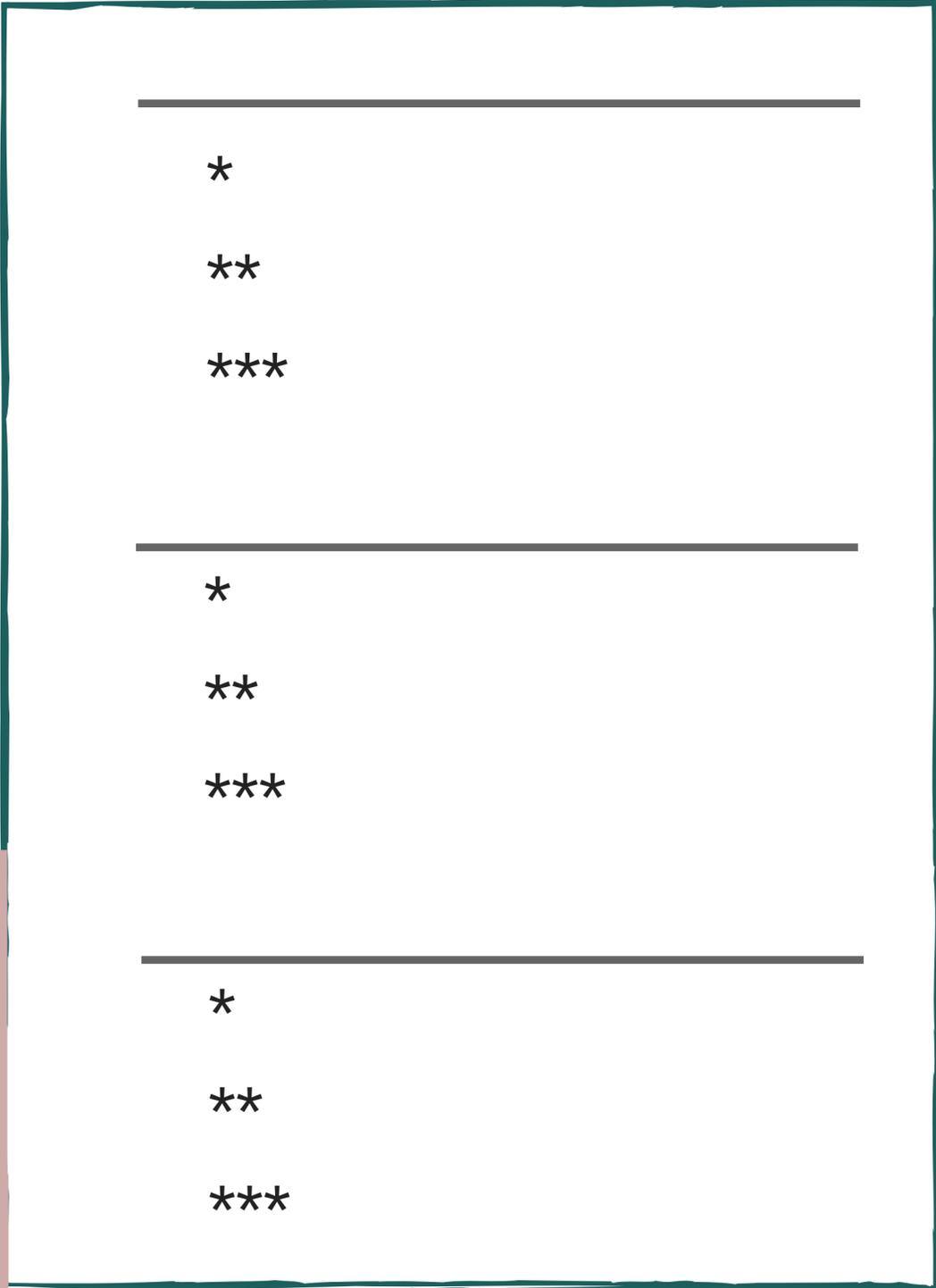


Once you have niched down to your ideal client's most pressing problem, and learned where to find them online, generate four questions that relate to their concerns. Use these questions to create your largest, most complex piece of content (blog post, podcast, video...). Invest your time and effort on these pieces and make them as comprehensive as possible. Make sure you are providing actionable solutions. Once these larger pieces are created, pull out smaller content chunks to use on web copy and social media posts. Work your way down from most important social network to least. Put the most time and effort into the social platforms that bring you the most return.

4 questions that relate directly to your ideal client's presenting problem



Start the
process with
Blog Post/
Podcast/
Video #1



Complete a month's worth of content here:

1.	3.
2.	4.

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your unique content
strategy visit*

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