



# The BIG 8 Topics

## Let's get those creative juices flowing

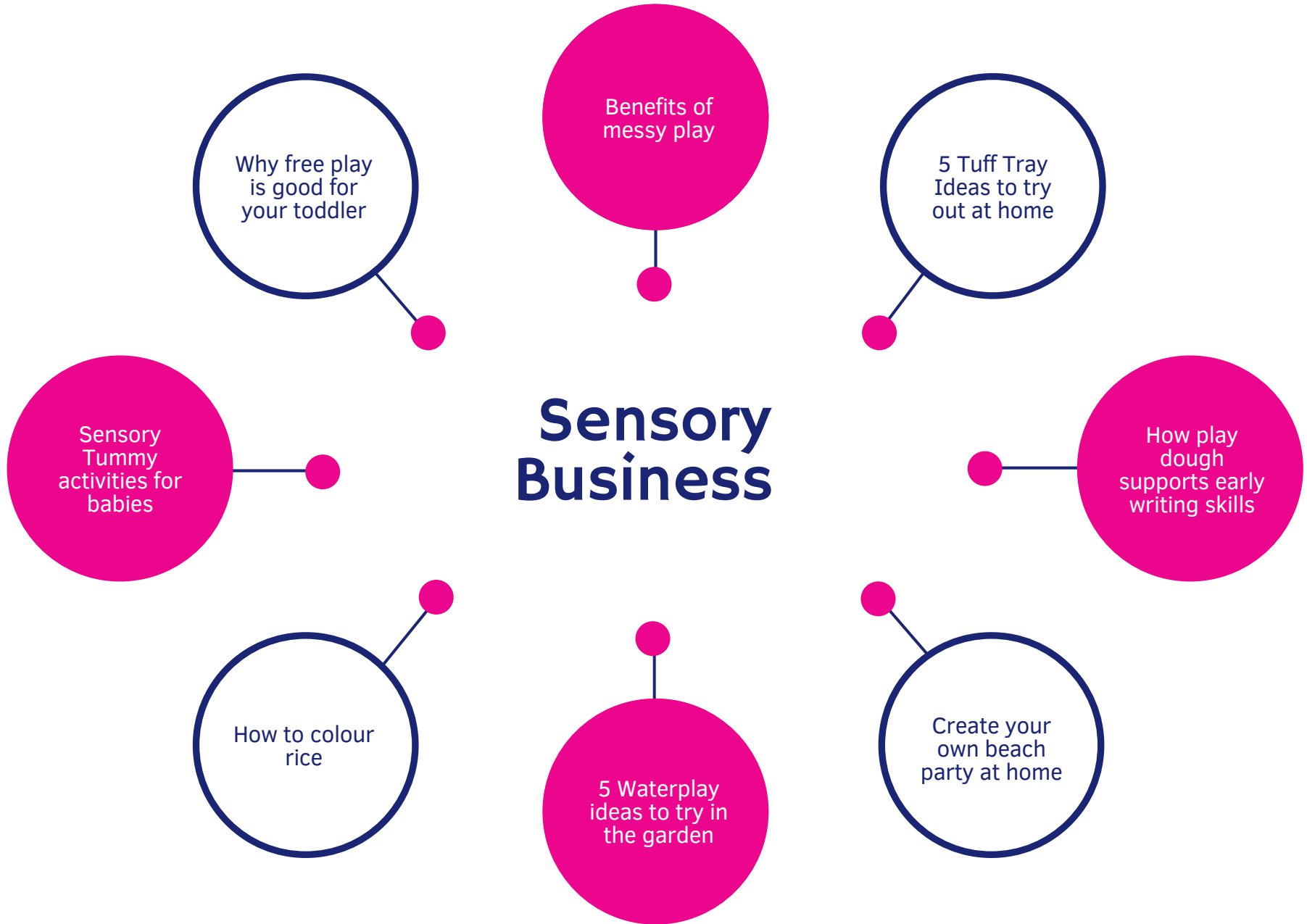
- Look at your Ideal Customer Avatar answers.
- Look at your Purple Cow answers.
- Now keeping your ideal customer in mind and their needs, think again about how you solve their problems and how your business benefits your customers.

TASK: Creating your big topics.

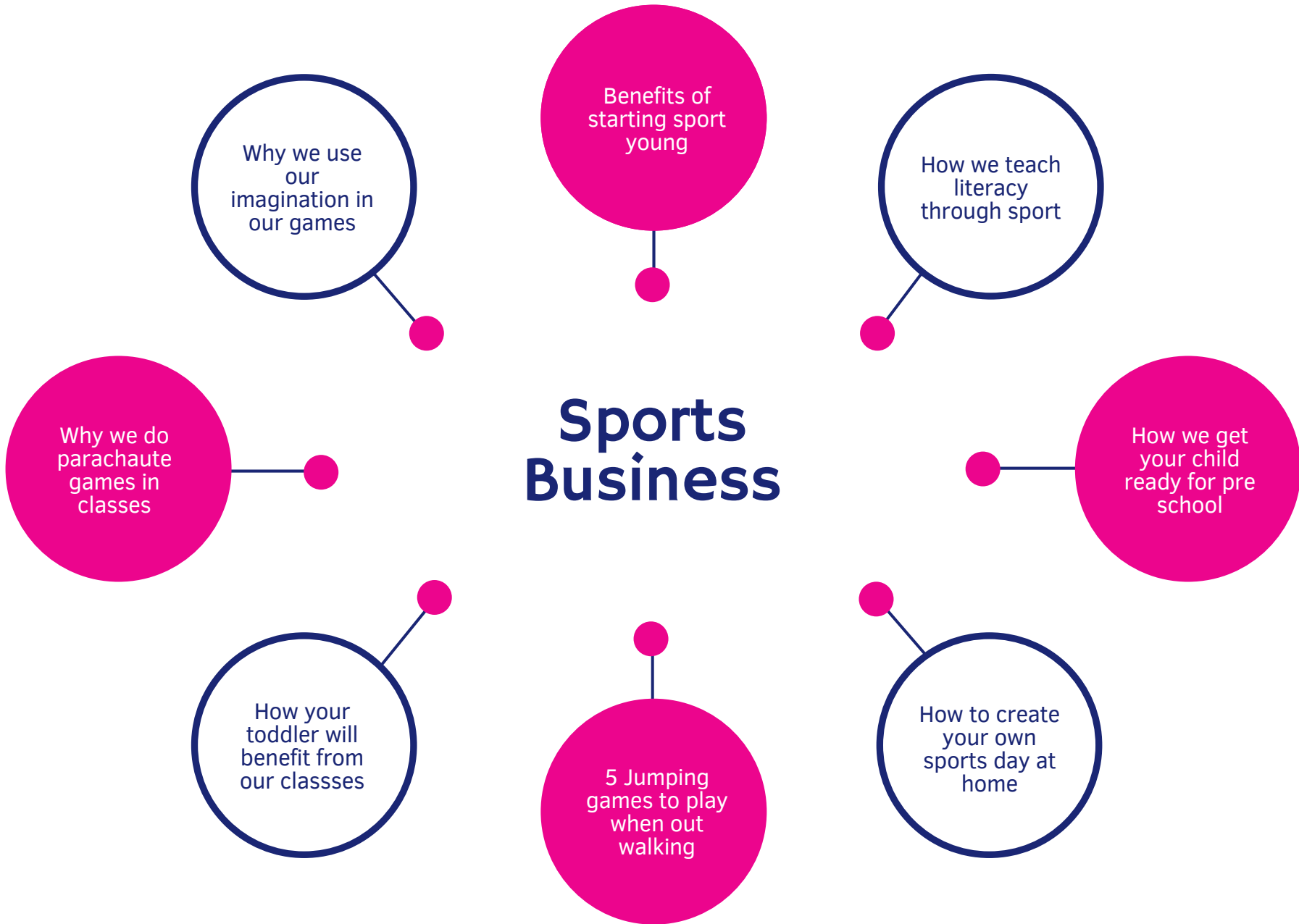
If your ideal customer comes to classes to meet other parents, what piece of content could you create that would speak to them directly. For example one could be "What to expect when you attend your first class"

I've given you 2 examples in this workbook. Check out this great FREE tool which you can use on your desk top or phone to Mind Map.

# Big Topic Ideas Example



# Big Topic Ideas Example



# 8 Big Topic Ideas

