

# Questions for Content

1. What's unique, unusual or interesting about your life? What adventures have you had (or are still having!) What have you experienced that most people have not?

2. What's relatable and mundane about your life? What roles and responsibilities do you carry that shape your outlook and perspective? What challenges and barriers make things tricky for you?

Note: blending things from 1 & 2 often gives really good angles!

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3. What lessons have you learned in the past few years? What advice would you give to your younger self? What did you desperately want to know 3 to 5 years ago?

4. What problems have you solved for yourself in the past few years? Big or small - from hairdo issues to health, business, life, parenting, travel... What have you researched and worked through and overcome?

5. What questions do you get asked a lot by your readers/ customers/ friends? What do you wish all your customers/clients knew before they came to you? What do you think everyone should know about your industry/area of interest?

6. What are your best anecdotes? What's happened recently to you that's funny / annoying / unbelievable / amazing? What are the defining stories that taught you key lessons in your work/business?

7. What are you kind of nerdy about? What do you obsess over getting just right? What do you collect? What do you take too many photos of? What subjects have you ended up taking unusually deep dives into?

8. What is your best performing content? What do these pieces have in common, in things like topic, structure and theme? What do you love to view or read online? What about that content appeals so much to you?