



HOW TO DEVELOP A CONTENT WHEEL

- **Brainstorm topics you are passionate about that express your competencies, expertise, success and authority**
 - Feelings
 - Subjects
 - Words or phrases

- **Identify 3-5 common themes**
 - You're going to notice a pattern and be able to lump multiple topics together under one specific category

- **Refine the remaining topics and distribute them across your common themes. These become your content pillars**

- Not all topics on your first list need to be included on your content wheel, as Heather mentioned, "You can't be everything to everyone." It's important to really edit here and be completely true to who you are and where you are going, as well as what strong content you're going to be able to provide in these respective categories.
