

GETTIN' TO LIVIN'

FINDING YOUR IDEAL CUSTOMER

WHAT NEED OF YOURS WERE SOLVED BY JOINING YL?

LIST YOUR 5-7 MAIN INTERESTS. WHO ARE YOU OUTSIDE OF YL?:

WHICH 3-4 TOPICS COULD YOU SHARE THE MOST VALUE IN?

WHAT PROBLEMS CAN YOU SOLVE, OR TIPS YOU CAN SHARE IN THE ABOVE 3-4 CATEGORIES? IF YOU WERE LOOKING FOR TIPS, WHAT WOULD YOU FIND MOST HELPFUL?

CAN YL PRODUCTS SOLVE THE ABOVE NEEDS? CREATE SPECIFIC BUNDLES WITHIN MYL. THESE WILL BE YOUR CORE PRODUCTS. EX) IF YOU'RE SHARING ABOUT POSTPARTUM, YOU'D CREATE A POSTPARTUM BUNDLE AND INCLUDE PRODUCTS LIKE NINGXIA, SUPER B, PROGESSENCE PLUS, ETC.

BRAIN DUMP 20+ CONTENT IDEAS (POST OR STORIES/REELS) THAT YOU CAN SHARE WITHIN THESE 3-4 CATEGORIES.

TAKE A LOOK AT WHAT YOU WROTE DOWN. WHO IS YOUR IDEAL CUSTOMER?