



Your Fearless Content Journey Plan

Finding your voice, uncovering your aligned message and creating captivating and compelling content that leads from the heart, doesn't happen overnight; it's something you *grow* into...

So the purpose of this assessment is to figure out exactly where you are right now, so you know what you need to do to get to where you want to be - whether that's a 'bigger than Oprah' vision; rocking your favourite social media platform with a small but engaged audience who love *everything* that you do; or somewhere in between.

This exercise is designed to help you work out that gap between where you are right now, and where you want to be, so you can get laser-focused on what your next steps should be.

How to do the assessment

Follow the instructions under each heading, take notes and make action points for each section.

Pay attention to how well any statement matches up to where you are now, and take some honest notes about any feelings, limiting beliefs, blocks, knowledge or skill gaps that it brings up.

Tip: Keep this document as a reference point so you can track your progress.

1. IDENTITY

How accurate are each of the following statements for you?

I have a clear idea of my story and how it's relevant to my audience

I feel like I've found my voice and I show up as a version of the real me

I have a clear brand voice



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I know my purpose and can clearly communicate it

I'm an authority in , my zone of genius is , and that's what I'm known for

2. MESSAGE

In terms of your messaging, where are you in relation to the following statements:

I have a simple and clear message that can be summed up succinctly.

eg Marie Forleo's "It's all figureoutable," and Denise DT's "It's your time and you're ready for the next step."

My overall messaging feels completely aligned and it's what I really want to be known for (not just what I see others doing or what I think makes commercial sense).

When people ask me what I do, I can easily tell them clearly and succinctly in a sentence or two

I know what makes me unique as a brand

I know how I'm different from my competitors

I attract soulmate clients.



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I attract people willing to pay for my solution.

Additional Notes/ Thoughts

3. VALUE

Which of the following statements most closely reflects the value you currently give in your content

I share regular, highly valuable content that my audience loves and needs

I share some value but I'm scared to give away my best stuff for free in case no-one then buys my product or service

I put tons of value out there, but never make any money because I always chicken out of making an offer

I don't know what people want or need from me so I don't share much.

Additional Notes/ Thoughts

What thoughts, feelings, limiting beliefs, fears of skills gaps does this section highlight for you...?

4. VISIBILITY

Tick which statement most closely reflects your level of visibility

In my content I . . .



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Am omnipresent across my social media channels, send regular emails, and am constantly creating and consistently sharing powerful signature content

Show up most days on my social media and have a blog, youTube channel or podcast that I'm trying to grow

I'm not super visible but I am consistent - my audience knows when I'm going to turn up

My visibility is feast or famine

I'm unpredictable and flaky - I never know when I'm going to show up, let alone my audience!

I have a social media account, but other than that I'm hiding.

Additional Notes/ Thoughts

What thoughts, feelings, limiting beliefs, fears of skills gaps does this highlight for you...?

In terms of leveraging other people's platforms I...

Regularly collaborate with other business owners to reach more people by appearing on podcasts, guest blogging or doing live q&as etc

Have done some collaboration but it's not a consistent strategy

Have never even thought about it

Additional Notes/ Thoughts

What thoughts, feelings, limiting beliefs, fears or skills gaps does this highlight for you...?



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5. Know, like and Trust

Which of the following statements most closely reflect your know, like and trust factor? Fill in the notes at the end with any thoughts, or action points.

I regularly let my audience in behind the scenes

I love to tell stories inside my content to teach, entertain and be remembered

I've started to explore how I can be more vulnerable in my content in a way that will serve and inspire my audience positively

My audience is engaged and always has something nice to say about what I share and do!

6. Audience

How big is your audience?

0-100

Less than 1K

1-2K

2K +

In the space provided, take notes on where you are in relation to each of the following statements:

My audience is filled with my soulmate customers

I work to grow my social media following every day



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My audience is about the right size to keep me fully booked and hitting my income goals

I have an email list

I have a growth strategy for my email list

I have at least one active lead magnet which I mention regularly

My audience is loyal and I have followers who love everything that I do

My audience often refers and recommends me

7. Social Selling, Sales and Offers

Do you currently offer a product or service?

If yes, how often do you promote those services?

Are you familiar with any social selling strategies?

Do you follow the 80/20 rule? (Where your content consists of 80% value and only 20% promotional or asking for the sale)



8. INFLUENCE

How influential are you in your field? Take notes about where you are in relation to each of these statements

I'm a thought leader and shape and influence how people see my industry

Thought leadership and being known for what I do, doesn't interest me in the slightest

People know me, and I have some influence, but I'd like to have more confidence in communicating my ideas and message

I have big ideas, but I'm blending into the crowd

I'm a small fish in a big pond

I own my authority in what I do in all my communications, but the idea of being a thought leader doesn't motivate me.