

Finding Your ICA's Pain Points

Research:

Read similar blogs, listen to podcasts, etc.

Make note of common topics.

Follow peers on social media.

Engage and note what others are engaging with.

Read professional magazines and keep up on trends.

Questions to ask your audience:

Describe something you're struggling with right now.

What problem have you recently overcome?

If you could go back and start over, what would you do differently?

What skill would make your life easier?

If you could snap your fingers and take care of one thing, what would it be?

What would you love to hire someone to do for you?

Track your stats:

What are your most popular posts or episodes?

What gets the most engagement on your site or social media pages?

What search terms are bringing people to your site?

