



Aligned Messaging



Step 1:

What do you believe in when it comes to helping your clients?
Make a list of everything
Group into 4 main headings = Your Key Messages
Place a heading in each empty box

Step 2:

Use sticky notes
One note per topic
Topics to write about
Place each note in the box with the heading that fits best

Step 3:

Hashtags
For each Key Message, create a set of hashtags
Start with your own phrases
Expand by browsing instagram

Step 4:

Behind the scenes
Use notes on your phone
Create one note for each Key Message
include all the hashtags that are relevant to the message
so you can copy and paste



KICKSTART YOUR HOME BASED
MESSAGE BIZ

Aligned Messaging


