

Content Brainstorm Being Boss Episode #58 with Erica Midkiff

This is a great list of questions that Erica Midkiff uses to help people brainstorm. This is a great exercise to do regularly as a way to put pen to paper and get the words flowing. Journal about the following:

WHAT HAVE I LEARNED LATELY?

WHAT ADVICE HAVE I BEEN GIVEN LATELY?

WHAT ADVICE HAVE I GIVEN SOMEONE ELSE LATELY?

WHAT PROBLEMS HAVE I FACED?

WHAT PROBLEMS HAVE I SOLVED?

WHAT'S BEEN GOING ON IN MY LIFE? MY BUSINESS? HOW DOES THAT RELATE TO WHAT I WANT TO HELP PEOPLE DO?

WHAT'S BEEN GOING ON AROUND ME?

WHAT HAVE I BEEN THINKING ABOUT? TALKING ABOUT?

It can be hard to see how they fit all together, but just start writing about them—even if it's just a paragraph. Maybe a paragraph fits in with another paragraph, and suddenly three or four of them turn into something else.

Pay attention and be willing to work with little pieces of an idea. Know that they can turn into something bigger, but they may simply serve to get ideas moving.

EXTRA CREDIT: get out your highlighter and pick 2-4 ideas from your content brainstorm that you can post to Instagram or Twitter now to get the conversation started.