

ICA INTELLIGENCE MAPPING



In order to create content that influences, converts & sells, you need to have a strategy in place. Otherwise, your pitches will be forced, incongruent, and most of all - ineffective. In order to be influential, **you need to understand where your ideal audience member is CURRENTLY at, and where they WANT to be.**

Once you understand your ideal audience member's timeline, you can start making content that actually resonates with them on a deeper level - and become wildly influential to them because **you are shepherding their JOURNEY.** Overall, your content strategy needs to have **3 core ingredients...**

- **RELEVANCY:** saying the right things to the right person. Ask your community, poll, ask questions, engage with what is truly present for them in their lives. What is going on in YOUR life is excellent inspiration, however, adapt your lived experiences in a way that directly supports THEIR lived experience. (ex. I'm having a hard day... so I create affirmations for myself, and post them so that my ICAs can benefit from the shift I create & hold)
- **OMNIPRESENCE:** consistently showing up in the right person's field of awareness. DMing, start relationships with your ideal audience members, intentionally cultivate a raving fan base of 100 people. IG stories are an amazing tool to accomplish this.
- **INTIMACY:** being accessible, magnetizing, and human. Invitation into conversations, discussion, and publicizing moments of intimacy to invite in more of it. (example: you give a coaching answer to someone in the DMs - screenshot & post it so that people understand it's safe to approach you)

Next... an easy way to produce content effectively is to use your Content Arcs within a variety of POST TYPES.

- Your personal philosophy
- Stories that have given you epiphanies & lessons
- Lifestyle - how are you walking the TALK?
- Results - no such thing as too many testimonials & trainings.
- Engagement, inviting discussion that people ACTUALLY want to engage in. Making space or other voices to be heard.
- Invitation - this is your pitch, CTA, asking favors, etc.