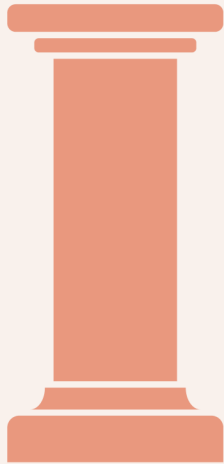




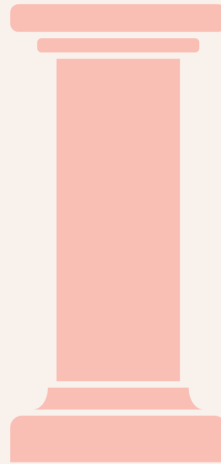
CREATING  
**Content Pillars**



**Area of Expertise**

Content that exhibits your core strengths

- Celebrate milestones and achievements
- Share featured articles and blog posts



**Advocacy**

Content that drives action in your passion area

- Invite followers to join you in supporting a cause or at an event
- Incentives & Giveaways



**Inspiration**

Content that celebrates the small wins

- Mindset and motivational quotes
- Share testimonials



**Teachable Moments**

Tips, tricks and techniques that have helped you

- Sharable and save-ready carousels
- Downloadables & More