

# USING FACEBOOK TO CONNECT WITH YOUR AUDIENCE

Use this exercise to brainstorm content for your Facebook page.  
Journal your answers to find Ideas for posts.

## BRAND PERSONALITY

- What is your brand personality? (this helps clients understand what it is like to work with you)
- What is your niche? Area of expertise?
- Consider a dream client you have helped. How could you attract more clients like that?

## INFORM

- What are the benefits of working with you?
- What topics does your audience care about?
- What resources can you share?
- How can you share about your expertise?

## INSPIRE

- What inspirational quotes can you share?
- How can you encourage your audience?
- Feel good encouragement you can share?

## ENTERTAIN

- Behind the scenes, humor, relatable content
- What can you share to entertain / help your clients feel seen/understood

## PRO TIPS:

inform  
inspire  
entertain



STICK TO 1-2 COLORS AND FONTS FOR YOUR BRAND  
USE CANVA.COM TO CREATE BRANDED GRAPHICS.



# BRAINSTORM

- **WHAT SERVICES DO YOU OFFER?**

- marriage counseling
- family counseling
- individual counseling

- **WHAT PROBLEMS DO CLIENTS COME TO YOU WITH?**

- depression, anxiety
- addiction
- chronic illness

- **WHAT RESOURCES DO YOU HAVE AVAILABLE?**

- modalities of treatment, etc.

- **HOW CAN CLIENTS ENGAGE WITH YOU?**

- in-person sessions
- virtual sessions
- other?

- **MARRIAGE COUNSELING**

- INFORM- "Did you know....insert statistic about marriage."
- INSPIRE- "Quote about marriage / relationships"
- ENTERTAIN- relatable content (humor when appropriate)

- **DEPRESSION / ANXIETY**

- INFORM- "Did you know....insert statistic about depression / anxiety."
- INSPIRE- calming, peaceful inspiration
- ENTERTAIN- relatable content (humor when appropriate)

- **WORKING WITH CLIENTS | VIRTUAL SESSIONS**

- INFORM- appointments when you need them without leaving home
- INSPIRE- make time for you
- ENTERTAIN- relatable content (humor when appropriate)