HMCI Health and Medical Coaching Institute

Content Accelerator

This matrix will help you create content and digital assets for your social media and online presence.

Write the topics you want to create content on in the blue row.

Use the intersections between your topics in the blue row and the format options in the orange column to create new ideas for content and digital products.

	Topic A	Topic B	Topic C	Topic D	Topic E	Topic F
Address a Question						
Address a Need						
Tips						
Tools						
New Perspective						
Guide						
Awareness Days						
Quote and comment						

Enjoy 😊