

# 3 Steps to Crafting Authentic Content

with Debbie Gonzales, MFA

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## Step 1: Self Study

*Interests | Strengths | Challenges | Inspirations | Beliefs | Frustrations*

## Step 2: Clarify & Define

*Choose 3 topics from the prior list. Write each in the spaces provided at the top of the grid. Beneath chosen topics list 10 to 20 aspects of the topics you are expert in or desire to learn more about.*

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## Step 3: Craft Content

Create 10 titles for content creation. Write the titles below, then schedule when you'll create & post them.  
Consider the inspirations below, then go for it!

*3 ways to ....*

*Top tips for ....*

*Here's how to ....*

*Things to avoid when ....*

*Where in the World Can You Find....*

*5 Fun Facts about...*

Resources & References:

[debbiegonzales.com](http://debbiegonzales.com)

[guidesbydeb.com](http://guidesbydeb.com)

[The Pinterest Pals](#)

[Pinterest Packages & Offers](#)

[Simple Saturday](#)

[The Debcast Podcast](#)

[Deb's Pinterest Platform](#)

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PLATFORM: GET NOTICED IN A NOISY WORLD,  
by Micheal Hyatt

ANYTHING YOU WANT,  
by Derek Sivers

YOUR FIRST 1000 COPIES: THE STEP-BY-STEP GUIDE TO  
MARKETING YOUR BOOK,  
by Tim Grahl

SOCIAL MEDIA SUCCESS FOR EVERY BRAND,  
by Claire Diaz-Ortiz