

## my social bio;

brief bio for use in profiles

## my social mission is to;

create a conversation? sell a product?

## my target person is;

age, gender, income, value - be specific

## my best posting times;

5a

6a

7a

8a

9a

10a

11a

12a

1p

2p

3p

4p

5p

6p

7p

8p

9p

10p

11p

12p

1a

2a

3a

4a

## my brand values;

what do i stand for?

## my content feels like;

luxe? cheap? happy?

## my unique messages;

what make me different?

## my content looks like; (style, medium)

photo? video? type? Black and white? light? dark?

## platforms for me.

what platform will get my message out best?

FB INSTA YT PINT SNAP MED

## dream accounts;

what accounts do i love and aspire to be like?