



# How to Generate Interest-Based Content for Your ICP

## 1 Understand Your ICP

You can't create content tailored to your ideal buyer's interests if you don't know who your ideal buyer is! Take time to create a detailed ideal client profile (ICP) and really nail down their pain points and interests.

## 2 Create Two Lists

**List #1:** Topics that your ICP is interested in.

**List #2:** Topics that you have expertise in or can speak to (relevant to your services).

## 3 Highlight Commonalities

Notice which topics overlap between the two lists—these are the topics you need to speak to. If you don't find any overlap, then either you need to get more creative, or you're going after the wrong ICP.

## 4 Create Content

Use the topics you selected as the basis for your social media content.