

# UNCOVER YOUR UNIQUE CONTENT OPPORTUNITY

## Your Target Market

Whom do you want to attract?  
What is valuable to them? (Solves a problem)

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## Your Interests

What do you enjoy doing?  
How do your interests overlap with your target market's needs or wants?

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## Your Commitment

Time, including frequency  
Skills (organizational, software)  
Costs (software, delegating)

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## What can you give people that they can't get anywhere else?

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