

11. THE CONTENT TRAIL



The Content Trail

Mapping moments, messages and meaning

CONTACT: What's the first piece of content someone might encounter from your brand? Is it doing the job of introducing who you are and what you do, clearly, warmly and with intention?

→ Identify one first-contact content piece to refine.

JOURNEY: How does your content guide people from discovery to deeper connection? Map out the stages: what might they read, watch or interact with as they learn more about your work? Are there moments where the trail goes cold?

→ Choose one stage where you could adapt your content more intentionally.

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IMPACT: Which pieces of content have made a lasting impression? Think of a blog post, video, email, or story that resonated deeply—what made it work? Does your content reflect your values, invite emotion, or encourage reflection/action?

→ Explore how you can create more impact in your upcoming content.

Craft a brand that feels like home



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