What are your values?

Positioning is another way of describing the unique voice you have that helps you stand out from the noise. It's part of the puzzle that creates the topics you write about, and the way you present yourself online. It's made up of your values and beliefs.

Values are specific things you resonate deeply with. Examples: integrity, authenticity, honesty, hard work, simplicity, loyalty, consistency, or efficiency.

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What are your beliefs?

Beliefs are specific opinions you hold. They could be about cultural, lifestyle choices, or religious convictions. Beliefs are the other element to the puzzle of what gives your voice online the uniqueness to stand out.

Some specific examples of beliefs include: vegetarianism, christianity, sustainability, minimalism, self-care is not selfish, quality over quantity, etc.

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Are your values + beliefs shining through?

Between your values and beliefs, you can brainstorm topic ideas for any type of content. Take three values, and three beliefs and spend time thinking of content for them.

Then examine your existing content – are your values and beliefs coming through? If not, how can you pivot?

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