



How to *best serve* Your Most Loyal Followers

In "How to Attract Your Crazy Loyal Fans," you learned the difference between **How-To Content** and **Heart, Too Content**.

Here are two menus with options you can pick and choose from as you pray-cess how to best serve the people God has called you to minister to.

If you're a **How-To Content** provider, you can *best serve*
your most loyal followers by...

- creating a Top ## Tip list
- making a tutorial video
- writing a DIY article (perhaps with photos showing each step)
- sharing "before-and-after" testimonials
- spelling out step-by-step instructions
- trouble-shooting a process
- equipping your reader with tools/skills to succeed
- answering your readers practical questions
- other: _____
- other: _____

If you're a **Heart, Too Content** provider, you can *best serve*
your most loyal followers by...

- sharing an authentic personal story
- deconstructing a problem and discovering a solution
- leading with vulnerability by going first into hard places
- offering "Me, too!" understanding
- giving compassion and permission
- offering a new approach, a new mindset
- spelling out a new script for a new way of thinking and feeling
- answering your readers unasked questions
- other: _____
- other: _____

And if you found yourself thinking, "This resource is 100% How-To Content"? Good for you!

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