

COFI Business Network

Find Out What Your Customers Want You to Post

A short worksheet to complete before our 15-minute networking lesson

The purpose

Instead of guessing what to post, we will use free Google and YouTube tools to see what people are searching for. We can then turn those searches into useful posts, blogs and videos with a better chance of being discovered.

Before the network meeting

Allow about 10 minutes. Bring this completed worksheet to the session. You do not need to create or pay for an advert.

1. What does your business help people with?

Think about the problem you solve, the result customers want or the experience you provide.

2. Write three broad subjects connected to your business

Examples: herbal tea, candle gifts, relaxation, psychic readings, spiritual healing.

Examples for COFI businesses

Tea	Herbal tea, sleep tea, tea benefits
Candles	Scented candles, candle gifts, home fragrance
Health & wellbeing	Stress relief, better sleep, relaxation
Psychic readings & healing	Psychic readings, spiritual healing, Reiki

Research what people are looking for

Tool 1: Google Ads Keyword Planner

Visit ads.google.com/home/tools/keyword-planner/ and choose **Discover new keywords**. Enter one broad subject and set the location to the country or area where your customers are based.

Look for questions, problems and specific phrases that relate directly to what you offer. Do not simply choose the phrase with the largest number of searches - a smaller, more specific search may bring the right people.

Write down three useful searches you find

Examples: What tea helps with sleep? Are scented candles a good gift? What happens during a psychic reading?

Tool 2: Google Trends

Visit trends.google.com/trends/. Enter a subject and select the United Kingdom, the past 12 months and either **Web Search** or **YouTube Search**.

Compare two phrases and check **Interest over time**, **Related queries** and **Rising searches**. A rising search could be a good subject to post about while interest is growing.

Which two phrases did you compare?

Which subject appears more useful or is gaining interest?

Tool 3: YouTube suggestions

Open YouTube and begin typing your subject into the search bar. The suggested phrases can show what people want to watch. Try beginning with: **how to**, **best**, **why**, **what happens**, **benefits of** or **for beginners**.

Write down two YouTube suggestions

Turn your research into a post

Simple formula

Find what people are searching for + answer it clearly + use their search words in your title + post while the subject is relevant.

Choose your best search phrase

The search phrase I will use

My post, blog or video title

Write a clear title that tells people exactly what they will learn.

The useful answer or advice I will share

The question I will ask to encourage comments

Examples: Which would you choose? Have you tried this? What would you like to know?

Ideas to get you started

Tea	Which herbal teas are best before bedtime?
Candles	How do you choose the right candle fragrance for each room?
Health & wellbeing	Feeling overwhelmed? Try this two-minute relaxation exercise.
Psychic readings & healing	Never had a psychic reading? Here is what to expect from your first session.

Bring this worksheet to the COFI networking session. We will use it to develop a post you can create during the following week.

Important: Research improves your chances of creating relevant content, but no tool can guarantee that a post will trend.