**

*Pleas fill in this content matrix with short and first thoughts (those with a star are important)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **My organization** | **My field of interest** | **My specialty \*** | **Local activities** | **My personal interests\*** | **The pain my clients feel \*** | **My inspiration** |
| name | Field | Specialism | Events | The human behind the profession | You help them with .. | How are you being informed |
| Field | Actuality | My clients | Hotspots | Spare time | What do they encounter | Your newspaper |
| Mission statement | Developments | Your project | Regional | Passion for | Consequences | Magazines |
| Vision | Past / now | Your expertise | Language | Your dream | Clients benefit from | websites |
| Service | In the news | Your goals | Nearby | Your family | Most dangerous | social media accounts |
| Colleagues | Future | Your achievements | Politics | Holidays | Most positive | podcasts |

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