

TIS Content Wheel

This tool is designed to help you generate strong content ideas by matching TIS health topics with where Mob are at in their quitting journey.

1. Pick one of the 6 mindset phases, write it into the inner circle to guide ideas.
2. The TIS Health priority areas are listed (spokes) to further guide and brainstorm ideas write ideas in the form of questions or yarns someone in that mindset might have, e.g: things they'd say, ask, or Google.
3. Use these ideas to create deadly, relevant content.

