

165 - 4 Secret Places to Find Content Ideas

Laura Davis: [00:00:00] In this week's podcast, we'll be discussing four places you can head to when you need new content ideas.

Laura Moore: Welcome back to JFDI with The Two Lauras. This is the weekly show where we talk about all things to do with working as a social media marketer when it comes to content, crappy clients, making more money, we cover it all and on today's show, we are diving into four secret places that are not actually all that secret, uh, where we go to find content ideas whenever we are stuck for something to stay on social.

They work for us, they'll work for you, and they'll also work for your clients. Before we dive into it, we would love it. Love it so much. If you would please leave us a review wherever you are listening, um, obviously just hit the five stars 'cause we're worth it. Um, and let us know what you love about the podcast.

That helps us to understand what you enjoy so we can bring you more. And it helps the podcast platforms to know that they should be sharing the podcast with more people who can come and listen. So yeah, we would be really appreciative if you do that.

But [00:01:00] let's just dive in straight away. Over to you, Laura Davis. What is the first place?

Laura Davis: The first place and the place I'd probably go to fairly automatically now is Google. But stick with us. I'm not just saying I'm gonna go to –

Laura Moore: “Give me content ideas!”

Laura Davis: Yeah, “please can you give me content ideas for X niche?” Uh, although, you know, it's worth, worth trying, um, but what we're talking about is things like, um, the suggested.

Other search terms, which we can we'll talk about a bit more. And also the people always ask, also ask section. So where I'm saying about the search term, if um, we should have thought about this because we're gonna end up with a really crappy example, but, of green grocers or something. But for our benefit.

So if we were to look, we could search the term. Uh, freelance social media manager. It's probably a little bit [00:02:00] broad to be honest, but freelance social media manager and then as Google will then provide you with that dropdown. So it may well be, you've typed

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in freelance social media manager, and then in that dropdown it will come up with things like freelance social media manager prices, freelance social media manager.

Courses, freelance, social media manager contracts, like there could be all sorts. So those suggested searches is what people are looking for. So we're like straight away. Okay. Right. Let's go create some content about social media manager prices. Let's go create some content about where to get contracts from.

Let's go, I can't remember what the other one, oh, the best courses to learn to be a freelance social media manager. So straight away, just off the top three suggested searches, we can go and create some content.

Laura Moore: Yeah. And like you said, sometimes it's better to keep it broad but specific, sounds really random, but so like we wouldn't search maybe for Instagram, but we might search for Instagram carousel.

And that would bring [00:03:00] up better results. So you want it to be really related to whatever it is you want to create content about, but broad enough, because you haven't thought of the idea yet. Something that your audience is, is interested in or the, the name of your audience, maybe like there's loads of different things that you could search for.

Laura Davis: Because I think sometimes you just have these blank, maybe it's just me, but you just like, yeah, okay, right. Fine. I'm gonna do some content. Now's the time, I'm gonna sit down, do it, and then I'm like, Nope. It's gone, especially for our own businesses. Like it's often easier for your clients. Um, and I dunno why that is, but I think we, as all freelancers struggle, struggle to come up with ideas.

So sometimes you just need that push in the right direction. And those kind of suggested, um, search terms are really useful for giving you, because I can straight away go, right? Oh, freelance social media managers prices and straight away we could be, oh, we can now do this and we can do that. [00:04:00] That, sometimes that gives us enough that we can then go off on a bit of a tangent.

Laura Moore: And you might see something and you might think, oh yeah, but that's really basic and like there's loads of content answering that. That's exactly what you want. You wanna know people. If people are searching for it and people are bothering to answer it, it shows you that it's of interest to people and it's useful. And people wanna see it. So putting it on social. Perfect.

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Laura Davis: Yeah. I think we are all, as freelancers, get into this tricky situation of where we're trying to create content that positions us, and we think by that it has to be complex. Hmm. We have to be talking about big strategic things. Whereas actually some businesses who are, are just looking for the basic stuff.

Like I, one of, um, a friend of mine who's set up her own business messaged me the other day and she said, Laura, how do I put captions on a reel? And actually I was thinking, God, do I know anyone? [00:05:00] Bear in mind we've got, you know, a handful of social media managers in our world. Do I know anyone who's created that kind of content recently?

They possibly created it when the caption features was rolled out. Probably what? Three, four, five years ago even. But has anyone shared that? I couldn't think of anyone. So obviously I then just did her a quick video and showed her how to do it. And then it was like a week or so later, she was asking me about sharing content and why someone couldn't share one of her stories.

And she just didn't know that she had to tag that business for them to be able to share. So again, I was thinking, well, hang on. Who, who, who shares that kind of stuff. I couldn't think of anyone, so I just. Not because I was trying to not help her, but I just thought, oh, this is an opportunity for us, for me to share someone else's content and yeah, you know, try and help, help her freelance around.

But I could, just couldn't think of any. And obviously there may, well, you may well be doing this and that's fine. I'm sorry if I didn't find your [00:06:00] content to share, but it just reminded me of how, just because you might be a few years down the line with your social media journey. There are businesses starting constantly, or new people taking responsibility for social media within a business that needs those basic things.

And they get overwhelmed when people share really complex things or big things or chunky things. They just want the simple things. And I think when we think about content in a simple way, that actually also helps us to generate the ideas.

Laura Moore: Yeah. I think it's so easy for us to think, oh, well everyone thinks they're a social media manager these days, so I don't need to put this kind of content out.

But that's not actually the case. Not everyone thinks they're a social media manager. Not everyone knows, even knows Chat GPT exists to even go and ask them the question of how do I share a story? So, you know, some people and think about like people are, are still [00:07:00] starting to become social media managers.

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So they don't even know this stuff. So why would a business owner necessarily know it, who's never done their own social before?

Laura Davis: Yeah, and I think sometimes when people, you give a really basic answer to a question on your socials. And people are like, oh, this is really useful. Actually, can I just ask you how also do I do this, this, this, this, this?

And then you can say, oh look, this sounds like a perfect, to have a, get on a one-to-one call. Do a power hour. Why don't we sit down and find some time, and I can help you with all of your questions.

Laura Moore: Yeah, perfect.

Laura Davis: And they're like, you know what? That would be useful. 'cause rather than them having to wait for people to create content, they can get on a call and have all their questions answered.

Laura Moore: Love it.

Laura Davis: Um, and it's a great way of, to get in with a business that in a few years time when they're up and established, you are the kind of person they'll remember to come back to.

Laura Moore: Love that. Excellent.

Laura Davis: Um, but we kind of digress slightly. So, 'cause also within Google is you've got the people always ask section where it, again, for [00:08:00] exactly the same as the suggested search terms, it, it shows you other questions related to what you put in.

So for us being on social media managers, it will put in loads of other questions and sometimes you can literally just lift those questions and create the, the answer in content.

Laura Moore: And lots of people don't know that if you open some of those. Um, like dropdown things, it reveals more of those questions.

So the more you are, you open, the more, uh, but the more, the more related to your original search ones that you open, the more will show up that are still related, the more like varied and kind of veering away from that original search. If you open those ones, then it'll open more that are related to that.

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So just be careful about what you open. And also sometimes you will get different responses if you are incognito versus if you are on your own Google account.

Yes. Nice.

So try that too.

Laura Davis: Yeah, I love that.

Laura Moore: Yeah,

Laura Davis: that's a good tip.

Laura Moore: Yeah.

Laura Davis: Okay, so that's, Google, our friend Google.

Laura Moore: Easy.

Laura Davis: Can't beat it.

Laura Moore: Yeah, [00:09:00] definitely.

Laura Davis: I've just realised –

Laura Moore: Everyone has access.

Laura Davis: I've just realised within this we're not going to discuss ChatGPT and I'm kind of, quite proud.

Laura Moore: Oh my God.

Laura Davis: I'm quite proud of that because I bet you all thought we were gonna do something AI.

Laura Moore: Yeah. No AI here.

Laura Davis: Like ChatGPT.

Laura Moore: Although the next one is a, has a little AI.

Laura Davis: Yeah I was going to say technically, yeah.

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Laura Moore: Technically there is some AI.

Laura Davis: I didn't say that –

Laura Moore: But there is no ChatGPT. Yeah. Um, should we get on with it? Number two?

Laura Davis: Yeah, go on then. We've dangled that carrot.

Laura Moore: Number two is TikTok. If you don't use TikTok for marketing, that is fine. We don't really either, but you should still use it for content ideas.

And by that I don't mean opening TikTok. Watching shitloads of videos and you know, draining your battery and falling down some sort of TikTok hole. My algorithm on TikTok is so random. I fell down a parrot hole a while ago. Literally all the videos were just of parrots like, talking and talking. It was very random.

Um, so you do have to be careful when you're looking for content ideas on [00:10:00] TikTok 'cause you kind of fall into. Yeah, very specific algorithms, but we're not doing that. We're not doing that. We are similar to Google. We're gonna use TikTok search this time. Um, and TikTok search is really good because you can start quite broad, but still related to whatever it's you wanna search for, and then it gives you the little buttons that are quite similar to people also ask on Google.

And if you click into those, it will show you more. And the more kind of you click into, the more specific you will get to. So you can come up with some really good ideas that you don't have to use for TikTok content. You can use them on any platform. Yeah, so you can make a video or you could write a text post on LinkedIn, or you could create a carousel on Instagram.

So you can use it for all sorts of things. But because people are searching for it on TikTok, the chances are they wanna see it everywhere else. We don't just look for one type of content on one platform and do something totally different on other platforms. Do we?

Laura Davis: No.

Laura Moore: You know, we do very similar across, across the board, so that is really useful. But [00:11:00] there is also another tool on TikTok, which is fantastic, which a lot of people don't know, which you will have to search for. So you open TikTok, go into search –

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Laura Davis: Which is weird, isn't it. Just to add on that, I find it really weird that you have to search for it. Like why isn't it just like a button? And maybe it is and we've just never found it.

Laura Moore: Maybe. Don't know. Anyway, let's go. Let's go with the way we do know. So open TikTok, go to search and you wanna search for Creator Search Insights. This little button will pop up, and when you click into that, it will show you lots of different things. So the one thing that it will show you is content gaps related to your account, right?

So if you have got a TikTok from marketing, or your client has, and your content is very specific, so if you are showing lots of random, broad content, it won't be as helpful. If your content is specific, it will show you content gaps, um, on TikTok. Where you could create content that fills those gaps, right?

So. For example, if we, if all of our content was [00:12:00] speaking to social media managers about social media management, then it would show us content gaps for social media managers about social media management. Right. And it would literally tell us like the content to create. That's not always great because obviously it does depend on the algorithm.

Laura Davis: Yeah.

Laura Moore: But the other thing that's really good in there is that you can actually search. So you would search for whatever word it is, bookkeeper, green grocer, Instagram, whatever. Um, and it will show you what people are searching for and where the content gaps are there, and it will show you like a little graph so you can see

Laura Davis: Yeah. With a flame.

Laura Moore: Yeah. Whether things are like really kind of on fire, you know, whether people are really looking for them

Laura Davis: Hot.

Laura Moore: And it gives you like lots of data, which Laura loves lots of numbers and stuff, which is great to look at. But if you then find whatever the topic is that you wanna do. So when we last looked in here, I think we were looking for something to do with social media managers and it came up with, um, social media versus reality.

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[00:13:00] And so we clicked into that and when you click into it, it will tell you. At least two content ideas that you could create. It will give you a title that you could use on TikTok. It will tell you the hashtags you can use on TikTok. You could probably use them elsewhere and it might say to you like, record a video showing the day in the life.

Or it might say to you, show beginner tips about X, Y, Z. And it will, it will literally tell you what to put. Like it's brilliant and I wish more people, although maybe I don't wish more people knew about it. I dunno. I may regret my life choices in sharing this. Who knows? But it's definitely worth it.

Laura Davis: Yeah, and it's definitely not talked about enough. It's just so handy.

Laura Moore: Yeah.

Laura Davis: But you will have to have TikTok.

Laura Moore: People on TikTok are talking about it, people elsewhere, not so much. Yeah. But it's brilliant. And just like with the search, you don't have to use those ideas on TikTok. Use them everywhere. Like we've used that. That one that I just said before, the social media versus reality. We used it on Instagram as like a video. We used that idea in a text post. I think it was on Facebook – [00:14:00]

Laura Davis: And Threads, I think, didn't we in the end?

Laura Moore: Can't remember. So we've used it various different places. Just from that, getting that idea, because like sometimes if your mind's just blank, you just need someone to say, oh, talk about this thing. You're like, okay.

Laura Davis: Yeah. And that gives you, and sometimes you only need one idea, don't you? And it kind of, you get into your groove then.

Laura Moore: Escalates.

Laura Davis: Yeah.

Laura Moore: Yeah.

Laura Davis: Not always.

Laura Moore: Yeah, definitely. Well, no, not always, but yeah.

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Laura Davis: Okay. Nice. So, uh, we've got Google, we've got TikTok, and in particular the TikTok Creator Search Insights.

Laura Moore: Yeah.

Laura Davis: Creator Insight Search?

Laura Moore: Creator Search Insights.

Laura Davis: Um, number three is reviews. And what we mean by that is product reviews. If you wanna go on, um, Amazon, look at product review reviews, maybe Airbnb reviews, checkatrade.com, those reviews, Google reviews, Facebook reviews. Depending on what your business is and depending on your clients and depending on what they're selling, will obviously guide you.

Like there's no point in us [00:15:00] going on Airbnb reviews 'cause we know it's not, it's not relevant to us. But if you can, if for example, you sell a product and you go and find a product, that product or similar product on Amazon, you can go look at the reviews that people have left and that can prompt you to create content.

So it could be someone said something really negative, like, um, I hate this hairband, it snaps every time 'cause I've got really thick hair. So then you can go, okay, I sell hairbands. I'm gonna go and create content to talk about why my hairbands don't snap even with really, really thick hair. Um, so it could be you're finding a negative review and you are turning that around.

To why your bus-, your hairband, your business, your product is better.

Laura Moore: Can I just say that the most random idea, like suggestion that you've come up with, but also very good.

Laura Davis: Oh, well thank you. It's just because I've got a hairband here. I've got hairband –

Laura Moore: Okay. Fine.

Laura Davis: – hairband or key and I couldn't think of a key angle, so I went hairband

Laura Moore: Fine.

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Laura Davis: Um, or you can obviously, there could be like a positive review and it could [00:16:00] say something like, um. Now you've put pressure on me. Now you can be like, I love this hairband because it doesn't leave my hair knotted, my curly hair knotted. And you also sell hairbands that don't do that. So you go, okay.

Laura Moore: Do you know what this conversation reminds me of? Pony-O. If you were in our world and we did our first ads course, there was a, an ad that used to stalk me everywhere.

Laura Davis: We're talking about 2019 now.

Laura Moore: Yeah, 2019. 2020. There was this ad that used to stalk me everywhere for this thing called a Pony-O. I dunno if it still exists. And it was a hair band. And I think it was made out of plastic and you kind of folded it around your hair.

It was really random. But the reason that I loved it, the messaging, was because I never put my hair up. 'cause I always get a headache and their messaging was, this doesn't leave you with a headache. So, very relevant to you.

Laura Davis: Yeah. If you, if you were around in 2019 and you remember the Pony-O ads and you were on our ads course, then come and just reminisce [00:17:00] with us.

Laura Moore: Yeah. Send, send me a, a Pony-O ad so I get stalked again.

Laura Davis: Yeah. And thanks for still listening, six years on. Um, yeah. So if it's something positive, like my hairband is amazing 'cause it doesn't knot my hair. You can go, you know what, my hairband doesn't knot people's hair either. I'm gonna go and create content about that. So they're just very, very two very specific ideas, very specific.

You get my gist. You're not look, just looking at negative reviews, you're looking at the positives and you're looking at. How you can turn that into content ideas and honestly, sometimes

Laura Moore: Yeah, just different angles.

Laura Davis: It, yeah, it just makes you just think so from a completely different angle. And I think, you know, I've found that most useful when I'm working with clients.

'cause you can try kind of feel like you just like, you know, I've said this so many times, I like, how can I say this differently? Or how can I get this point across? Or. And then you go

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and you look at some of these reviews and it can be, you know, super useful and you could be thinking, well, hang on, my clients don't sell a product.

Or they're not Airbnb, or they're [00:18:00] not a builder, or they're whatever else. But you could, you know, there's books normally like, you know, find me a book on a topic that hasn't been written about and got a book on Amazon, you know, there's, there's often somewhere you can find something, um.

Laura Moore: Yeah, and like if you, if your client is like a, maybe a service provider or a coach or something like that, maybe they've got LinkedIn reviews and you can read what the problem the person was having beforehand and what they've said about working with them, those sorts of things can sometimes give you an angle.

Laura Davis: And you can totally go look at your competitors. Like what? Yeah, what LinkedIn reviews, Facebook reviews, Google reviews are your competitors getting from clients, because if they're, yeah, the client says, I loved this because of this, and you offer that too, you can then go and say, well, hang on a minute.

I need to tell the world that I do this too, and I can do the same. So let's go create content. So there's nothing wrong with going and having a little cheeky look at what your competitor's reviews are.

Laura Moore: Yeah. Love that. [00:19:00] Okay, so that was three.

Laura Davis: Yeah. Number four –

Laura Moore: What's number four?

Laura Davis: – is looking at our own data. Woohoo.

Laura Moore: Yeah.

Laura Davis: Woo. Whoop. The best part.

Laura Moore: For you perhaps.

Laura Davis: But I think, um, it's interesting, like lots of people will always say, oh, I really struggle with like, analysing my data. And I think that's a a lot because people open up their analytics, whether it be on the platforms or in a third party, and they just go, wow. So you have to always look at it based on –

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Laura Moore: What do you wanna know?

Laura Davis: What do you want to know? What one thing do you want to know? So for example, um, we were looking for some content the other day. We were looking, um, we were pre-launch, so we were looking for some kind of buildup content, high engagement.

We went into our Metricool, um. I was gonna say app, is it an app? Website? Tool. Um, and we went to the analytics and we thought, right, I don't need the kind of education, I don't need the, what [00:20:00] things that people are necessarily saving. I want the things that people are sharing, commenting on. So I went and looked in the analytics.

I, I looked at the highest, our best performing content based on comments and shares. And that's what we then looked at and was like, right, can we repurpose any of this content? Can we push it out again? Can we put the same message out, but on a different B roll, can we do a talky scripted video? Can we create this into a carousel?

That's all we needed. So then we created a load of content just based on our old best performing content and redid it in a different way. It might not perform as well. Like, but, we won't know until we try.

Laura Moore: No, but often you can see trends, can't you when you do that? 'cause you can be like, okay, so every time I talk about this topic I get loads of comments. So it doesn't need, necessarily mean to be that you repurpose the, the existing content.

Laura Davis: No, that's true.

Laura Moore: It's just the topic can give you an idea to, of something to talk about.

Laura Davis: Yeah. Or how can I say this in a slightly different way? Or is this how,

Laura Moore: Yeah. How can I say this funny, in a funny [00:21:00] way or, yeah, yeah.

Laura Davis: Or hang on. This was relevant back in December. At Christmas time, how is this relevant now at summertime? Like is it, is it still relevant? Can I just say it the same or do I need to change it to make it more relatable now when we're in a heat wave versus, yeah. You know, when we're in the cold, like, and it, although it.

It doesn't need. Maybe it's just because the video, like we saw one, didn't we? We were like, oh, we could just put this out again. Then I realised like I'm in a woolly jumper and, and

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like we were, like, it just looks odd, literally as we're in a heat wave as we're recording this, that we put out a, a reel of me and a wooly jumper.

So sometimes it's, okay, well let's just rerecord it. Let's be wearing a t-shirt. So it doesn't have to be this big arduous having to create brand new content from scratch.

Laura Moore: I know I, we said we weren't gonna mention ChatGPT, but this is where you could. Bring ChatGPT and because you could find those, those videos that are all getting great content and you could do a few things.

You could pull them all out and put them all [00:22:00] in ChatGPT and say, tell me why all of these have got great comments or got, got loads of shares. And it could tell you like the themes or the reasons that you can use. Again, you could put a video in like you just said, that you put out on Christmas and be like, how can, how can you change this script to be relevant to the summer?

You know, there's loads of different things that you could do that with that, where you're giving ChatGPT really specific information and really specific instructions. So it's not just thinking about random ideas, nowhere. It's got a good starting point.

Laura Davis: Yeah. Love that. And I think sometimes, and maybe this is just me, so everybody listening might just, you know, fast forward to the end. 'cause maybe I'm alone with this, but sometimes when I'm given too many ideas, so too many ideas of how to create ideas, I, I get overwhelmed and go, oh my God, I'm not gonna do anything now. This is too much. Which was just –

Laura Moore: Well this is like when we were at Atomicon and we went to the Adobe Express counter. They were giving out those luggage labels, weren't they?

Laura Davis: Oh, yeah, yeah, yeah.

Laura Moore: And they said to us, you know, we're gonna use [00:23:00] generative AI, you can put whatever you want in it. And we were both like, uh, what are we gonna put in it? 'cause we didn't have a starting point. And you have to have that starting point, don't you, to, in order to get an something out of it.

If you just said to me, can you go and create some content? It leaves me with too many questions about what? For what platform? What's our goal? What do you want people to people to do? Like, you know, am I in it? Are you in it? What kind of content? You have to have some boundaries.

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Laura Davis: Yeah. You need to have a bit of a focus. And if you're listening to this podcast thinking, oh my God, this is all great, but now I dunno where to start because you've given me too many ideas. Just pick one. Yeah, pick whatever you think is the easiest one, whether it be repurposing your content. Some people find that easier than others. Some people may never have considered the, like Google search and or people always ask things, so maybe you'll go down that route.

You don't have to all four. 'cause as we've mentioned a couple of times now, sometimes you can just have one piece of content idea and that is enough to set your brain off. Going to think of. The rest of the ideas you need for the rest of that [00:24:00] week. So don't sit here and go, oh my God, I haven't got time to do all this.

It's just too many. We are not telling you you've got to do all of these things, far from it. Actually not. It's just if you've sat there with your laptop in front of you and you are literally drawing a blank and you are bored of the ideas that you are getting, or your clients are maybe suggesting, then that is the time to just try one of these things.

If that doesn't, one of them doesn't work. Yeah, fine. Try another one. But don't just think, oh my God, I've gotta do all these things. 'cause you, if you did all of those things, you could in theory generate way too many ideas. That all becomes too much.

Laura Moore: Yeah.

Laura Davis: So, yeah, just don't be overwhelmed.

Laura Moore: Yeah. Love it. So yeah, drop into our Instagram DMs. Let me know if you're around for the Pony-O days, but also let us know which one of these things you are gonna try. We really wanna know. If you're watching on YouTube, then just leave us a comment below as well. Let us know those things.

Laura Davis: And if you are looking at your own content and you are, and your analytics and you are thinking, yes, you know, uh, you know, these contents have have worked in the past, I wanna [00:25:00] push them back out again.

Um, fine. Do that. If you're not, you've seen content that's working, but you want to kind of rehash it some way, you can download our free guide on remixing your content, which is thetwolauras.com/remix. And that will give you enough ideas that if you, well, if you have eight ideas, it will give you then the ways in which you can remix your content to give you

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at least six months worth of content posting every single day. So, um, it's well worth downloading if you haven't already.

Laura Moore: Yeah. There we go. We'll put the link for that in the show notes as well.

Laura Davis: Yeah.

Laura Moore: But yeah. We will see you same time, same place next week if we don't see you in your DMs before.

Laura Davis: Yes.

Laura Moore: There we go.

Laura Davis: For the Pony-O chat.

Laura Moore: Yes. Love it.

Laura Davis: Alright, speak soon.

Laura Moore: Ta-ra!

Laura Davis: Bye!

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