



# Content Marketing Strategy Worksheet





# Content Marketing **Strategy Worksheet**

What's the big problem you help people solve?

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What's the big outcome you help people achieve?

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## **CONTENT IDEA BRAINSTORM**

What are 10 common questions people have about these topics?

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What are 5-10 challenges people face when trying to achieve the desired result?

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What are 5-10 tactics or strategies people *THINK* might help them get the desired result?

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What are 5-10 common mistakes people make when attempting to reach their desired outcome?

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What are the top 3-5 tactics or strategies YOU recommend to people to get the desired result?

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## CONTENT FORMAT PLANNING

Which form of content would you most enjoy creating?

- ☐ Written
- ☐ Video
- ☐ Audio

*Note: Audio-only content (podcasts) does not tend to be very effective for reaching new customers. For this reason, if you'd like to create podcast content, we recommend also creating written versions of the content and publishing the written articles along with the audio podcasts on your website.*

How often do you want to create new content?

- ☐ I'd prefer to create as little new content as necessary.  
*In this case, plan to create 10 pieces of pillar content over the next two months, then refresh your content annually. Focus on quality and thoroughness over quantity or frequency.*
- ☐ Monthly  
*In this case, plan to create 10 pieces of pillar content over the next two months, then create one new piece of content each month. Focus on quality and thoroughness over quantity or frequency.*
- ☐ Weekly  
*In this case, plan to create one new piece of content each week. Focus on quality and consistency over thoroughness or frequency.*
- ☐ Multiple times per week  
*In this case, plan to create 2-5 pieces of content per week, with at least one of those being thorough, long-form content. Focus firstly on quality, secondly on consistency, and thirdly on frequency.*



# Content Marketing **Strategy Worksheet**

Where will you publish your content online?

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## **STRATEGY PLANNING**

Using the ideas generated in the brainstorming section above, select 5-10 content ideas that you are excited about and believe your target market would find most interesting:

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Schedule these 10 pieces of content to be created and published over the next 2-3 months, starting 2-3 weeks from today:

Publish date:        /        /

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Topic/Title:

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Publish date:        /        /

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Topic/Title:

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Publish date:        /        /

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Topic/Title:

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Publish date:        /        /

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Topic/Title:

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Publish date:        /        /

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Topic/Title:

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Publish date:     /     /

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Topic/Title:

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Publish date:     /     /

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Topic/Title:

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# Content Marketing **Strategy Worksheet**

## **DISTRIBUTION PLANNING**

List 5 people you can share your content with directly:

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List 2-3 places you can promote your content online:

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List 5-10 people or brands in your niche you can work to build connections with to create future opportunities to increase your reach:

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