

Module Six:

Creating Content

Worksheet:
❖ Buying Awareness

Heightening Your Awareness

When it comes to creating content to match your prospects buying journey, there is nothing better than taking the time to fully understand how you buy. This exercise is designed to heighten your awareness of your own thoughts and decisions when making a buying decision. By doing this, you'll be able to envision your prospect better and appreciate exactly what they need.

- 1. Think of something you recently identified you needed within your business.** This might be a new website, brochure, piece of equipment.
- 2. Once you had the idea, what steps did you take to research it?** e.g. Talk to friends and colleagues, google it etc.
- 3. What assets did you digest?** e.g. Blog posts, discussion forums, downloads
- 4. What steps did you take to try to implement the solution yourself?**
- 5. Which suppliers were you having a 'relationship' with at this stage?** i.e. companies or characters whose content you have had access to.
- 6. What influenced your decision to invest in a solution?**
- 7. How did you learn about the packages and pricing available? What triggered you to look at this?** i.e. that purchasing was an option
- 8. What questions remained after seeing the packages?** How many suppliers did you view, which ones left you with questions and which ones didn't. Why?
- 9. What step did you take next?**
- 10. What was it about the supplier you chose that lead to you to purchase?**

Now think of the reverse – when have you not continue and what turned you off?