

Module Six:

Creating Content

Worksheet:
❖ Mapping Content

Mapping Your Content

Looking now at your own business, put yourself in the shoes of your prospect and consider the content that they would need at each stage of the Buying Journey. Once completed you'll have the beginning of a content plan in place.

Identify: *Blog Posts, Podcasts, JVs,*

What topics could you write/speak on to create content that would help a person come to an awareness of their issue?

Research: *Blog Posts, eBooks, Books, Downloads, Webinars,*

What are the big, burning questions your prospect wants answered?

Self-Implementation: *Videos, How to Guides, Blog Posts*

What tools could you supply to help a prospect achieve a result independently?

Invest: *Embedded within content*

What are the reasons self-implementation won't work that you could hint at?

What should a prospect look for when selecting a supplier?

Short List: *Brochures, Website,*

What assets do you need? [See Worksheet: Designing Your Presentation & Decision Makers]

Engage: *Call to Action*

[See Worksheet: Mapping the Session] What do you need to say to entice someone to a session with you?