

CREATING CONTENT
THAT CONVERTS

HOMEWORK

Planning Out Your Content

Fill out these worksheets to begin the development process of planning your content.

What Is The Intention Of Your Content?

Educate

Entertain

Inspire

Motivate/Encourage

Transform

Writing space

What Solution Does Your Products or Service Provide?

What Are The Problems Your Target Audience Is Struggling With?



Who Are The People That Your Product or Service Helps? (ex..Women entrepreneurs, women who want a healthy lifestyle) Be Specific



**Where are they looking online for solutions?
ex...amazon, youtube, google)**



What Social Media Accounts Are They Following That Is Similar to What You Do?

What Facebook Groups Do They Belong To? (Research Is Key)

How Do They Like To Consume Content? (Check All that Apply)

Video

Ebook

Audio Podcast

Checklist

Blog Post

Newsletter

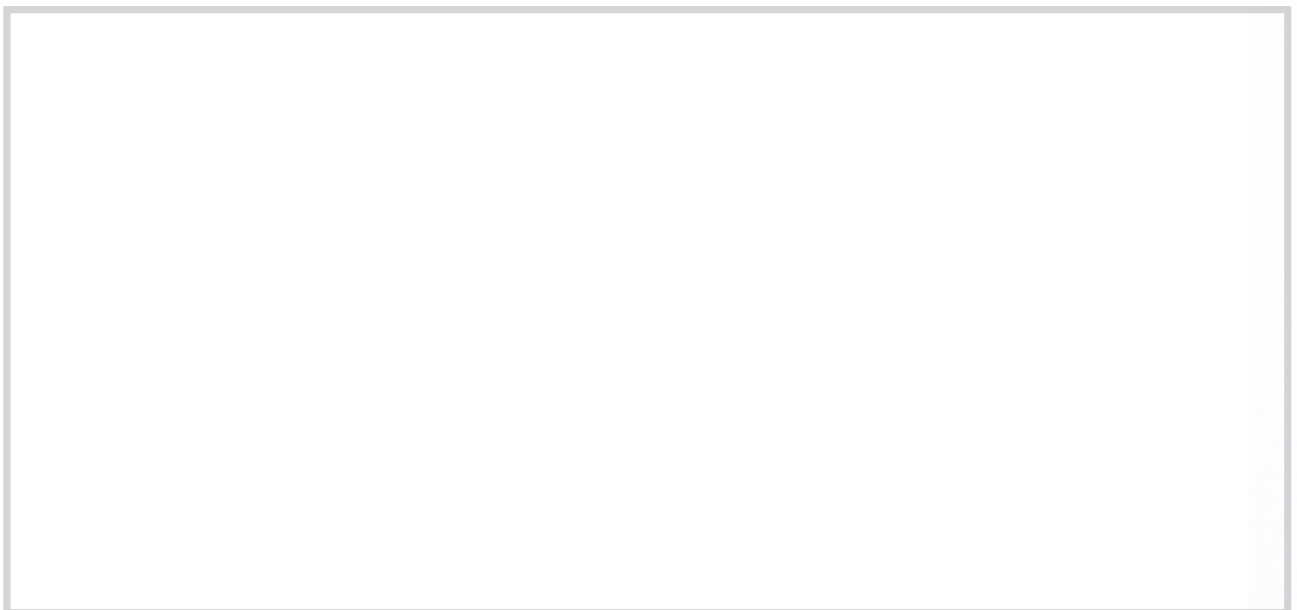
Practice Writing Your Out Your Messaging (example Below)

I help **women** who struggle with **anxiety** and **depression** by walking them through a series of **positive affirmations podcasts** that is geared to **transform** their **thought life**.

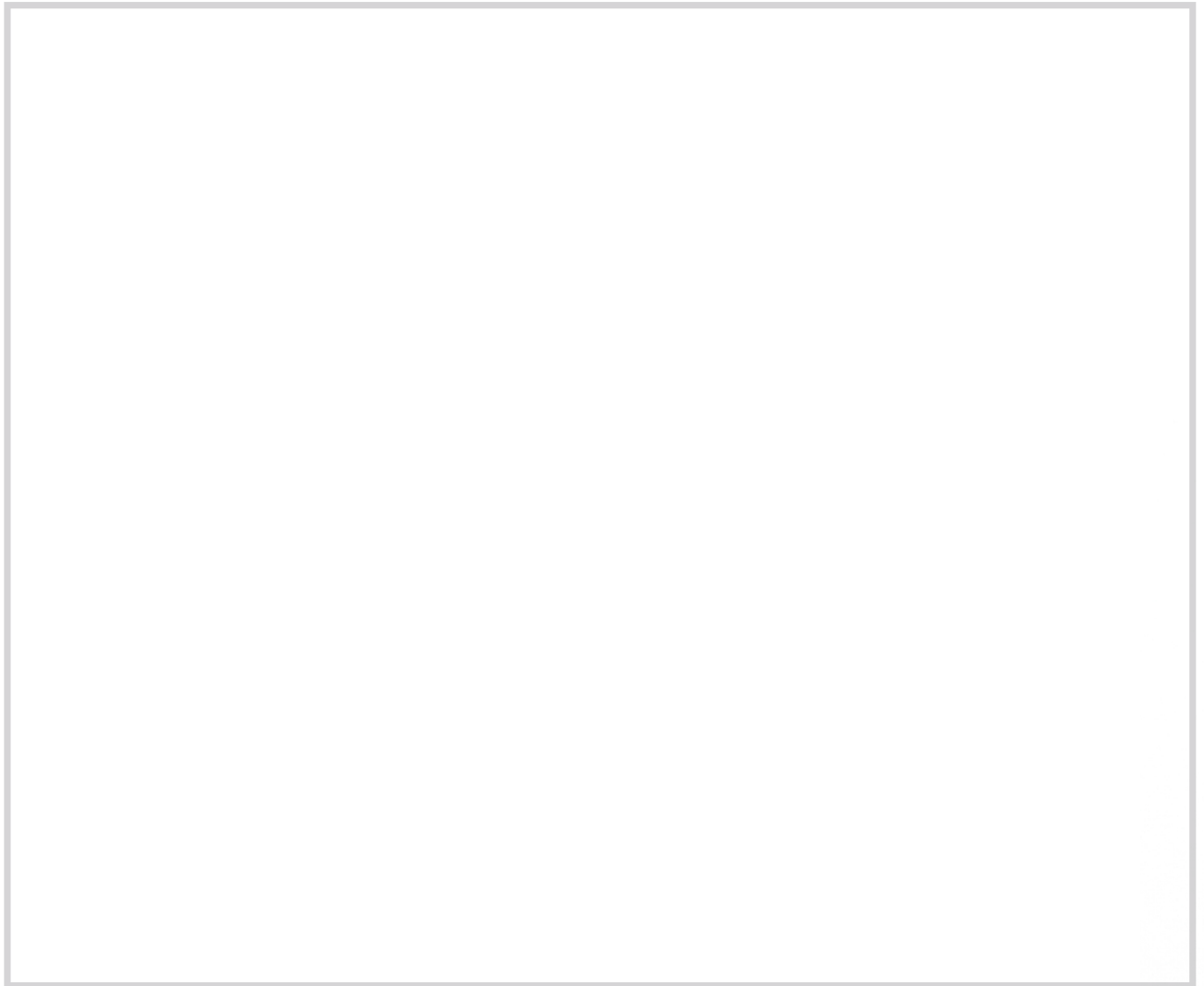
I equip them with the tools though **journaling sessions** which helps them to **identify** and correct the triggers that bring on their anxiety and depression so they can **experience a life of freedom**.

Your Turn: Make sure you have a clear and consise picture of

- 1. who you are helping**
- 2. how you are helping them**
- 3. what is the solution or transformation they will receive, via your product or service.**



Continue



Once you are clear on your messaging it will never be a challenge for you to create content:

- 1. You know who you are speaking to**
- 2. You know what their problem is**
- 3. You have the solution & the transformation for them, through your products or services.**