



CREATING CONTENT THAT CONVERTS WORKSHEET

Planning Out Your Content

Fill out these worksheets to begin the development process of planning your content. [Click Link: Video 3 Tips To Creating 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 Problem/s 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

Content Buckets

Content Buckets are categories of content that you provide your followers with to give them a well rounded view of your business and how you solve their problems via your content.



Performing keyword search helps you to know what your target customer is looking for so you can create the content that provides a solution for them.

[Ubersuggest](#) and [Answer the public](#) are great resources for researching what your target market is searching for or questions they are asking.

Here's a link to a guide for how to get the most from Answer the public's platform. [Answer The Public Guide](#)

Use the boxes below to record the keywords that your target customers are looking for.

Keywords

Keywords

Keywords

Keywords

Now that you know what your target customer is looking for you can now create content around those keywords. This is how you keep your audience engaged in your content by

Practice Writing Out Your Messaging (example Below)

I help **new moms** who struggle with **postpartum 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 apply the tools to dispel feelings of **guilt** and **overwhelm** as they approach motherhood

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.**

**Here are ways you can connect with me online.
Click the icons.**

