

Content Planning Worksheet

Complete the exercise below on paper or scan the QR code to download a digital worksheet.

1. Define Your Content Goals:

A - What do you want your content to achieve?

(Brand awareness, lead generation, authority building, customer retention?)

2. Identify Your Audience

B - Who is your ideal customer?

(Include demographics, interests, pain points, buying behavior.)

3. Develop Your Brand Voice

C - How should your brand sound to your audience?

(Professional, casual, playful, bold?)

4. Map Your Buyer's Journey Content:

List one content idea for each stage:

- **Awareness Stage Content**

(educate and inform): Example: blog posts, videos, podcasts

- **Consideration Stage Content**

(build trust): Example: white papers, eBooks, webinars

- **Decision Stage Content**

(convert to customer): Example: case studies, demos, testimonials

5. Brainstorm Content Topics:

D - List five questions your customers often ask:

(This will fuel your blog posts, videos, social posts, etc.)

6. Choose Your Distribution Channels:

E - Where will you share your content?

(LinkedIn, YouTube, Blog, Email Newsletter, etc.)

7. Metrics to Track:

F - What metrics will you monitor to measure content success?

(Website traffic, email sign-ups, lead generation, engagement rates?)

Once completed, you'll have the foundation for a simple, actionable content marketing plan!