

# THE CONTENT CREATION WORKSHEET

Better Content.

Faster Results.

Easier Process.



PUBLISHED BY:

**ContentCreationU.com**

*"Your Content Creation Education"*

**Content Creation** 

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# The Content Creation Worksheet

An Overview Guide To Creating Any Piece Of Free Or Paid Content

Great content doesn't happen by accident. Instead, it happens when you take a series of consistent steps to plan, research, create and polish your content.

If you follow these steps, you'll be able to take a good idea and turn it into something that your readers will love.

So with that in mind, let's walk through this overview of how to create highly engaging and effective content:



1 What is your goal for this piece of content? (I.E. What outcome will help your business?)

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**NOTE:** Before you create a single word of content, you want to decide on the primary objective (goal) of the piece. For example:

Free content outcomes...

- Sell/presell a product.
- Persuade readers to join a list.
- Get readers to share the content.

Paid content outcomes...

- Deliver a quick win for customers.
- Encourage people to take action on what they just learned.
- Boost customer retention.

And so on. While your content may have a secondary objective, be sure to construct your content around meeting the primary objective. An overarching goal is always to help and satisfy the reader/customer.

2 What does your audience want from your content?

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**NOTE:** In order to create content that really resonates with your audience, you need to profile your ideal reader/prospect/customer. The more you know about them, the easier it will be for you to create content that makes the reader feel it was written just for them.

To that end, research your audience's demographics, find out what sort of infoproducts they're reading and buying, and then determine their biggest niche obstacles, what they want (their goals), what motivates them, etc. List everything you discover in the blank space above.

3 What is your content going to be about? (I.E. What outcome will help your audience?)

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**NOTE:**

The key here is to choose a topic that's popular and profitable. To do this, find out what your audience is already buying. If they're buying content on a particular topic, then they'll likely be interested in reading anything you create that's free, plus they'll purchase paid content too.

For example, enter your keywords into the Amazon marketplace to uncover what your audience is already consuming in large numbers. Or find out what sort of content they are liking and sharing on social media.

Ultimately, you want to look for opportunities to help them: solve a problem, reach a goal, and/or better enjoy an interest.

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What do you know about this topic?

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**NOTE:**

There are two ways to gather talking points for your content: brainstorm what you know, and then fill in the gaps by researching what others know. You can start this step by brainstorming everything you know about the topic and the key talking points you'd like to include. Be sure to include steps, tips, examples, ideas, etc.

5 What do others know about this topic that you should include in your content too?

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**NOTE:** This is the second method for developing talking points, where you do your research on your topic. Use this research to gather additional ideas, plus use it to find facts, data, etc. to include in your content.

For example, you can research popular products in your niche and then browse the tables of contents and sales letters in order to get ideas of what else to include in your content.

Another example: go to Google Scholar to get information from academic journals. E.G., if you're writing about weight loss, then see what the research says about boosting one's metabolism, and include this information in your content to build credibility and establish your expertise.

6 How will you outline and organize your content?

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**NOTE:** First, you need to decide the overall format for the content. E.G., a step-by-step tutorial/how-to, a list of tips, a case study, a direct-response article, a course, etc.

Secondly, you then need to organize all your talking points into a coherent, logical outline (e.g., a chronological outline for step-by-step information, or perhaps a complexity outline for a list of tips).

If you're creating presell information, then be sure your content is useful yet incomplete, so that it naturally leads to your paid offer. For example, you can provide an overview of the steps to a process, and then sell an in-depth tutorial at the end of the content.

7 What will the title of your content be?

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**NOTE:** Your title is the most important component of your content, which is why you'll want to invest some time in brainstorming the very best benefit-driven title you can think of.

E.G., "The Top 5 Ways Of [Getting a Benefit]" or "How to [Get a Benefit] In [Short Amount of Time]." If you can both showcase the benefits and give a timeframe, your title is sure to capture attention.

8 How will you engage your target audience with your content?

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**NOTE:**

For this step, you want to take what you know about your audience and then create content to build rapport. This includes empathizing with readers, sharing your personal stories, giving readers hope, and so on. You'll also want to use humor (where appropriate), build anticipation, use a unique writing voice and more.

For example, you might ask questions within your content to engage the audience. E.G., "Have you ever tried to qualify for the Boston Marathon and failed?"

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How will you craft your content in a way that establishes you as an authority/expert in the niche?

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**NOTE:**

People listen to those who they view as authorities/experts, which is why you'll want to establish your expertise. What sort of unique qualifications do you have that makes you an expert? Do you have a related degree in the niche? A long work history? A track record of producing results for yourself and others? Have you ever won any relevant awards or accolades?

For example, "I know what it feels like to fail, because I did too. But now I'm a 10-time Boston Marathon finisher who has helped hundreds of other people qualify and run this race too."

You'll also want to think about ways to establish your expertise outside this one specific piece of content, such as by blanketing your niche with high-quality content.



10 How will you create content that your audience will love?

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**NOTE:** If you're like most people, you have favorite bloggers, authors and other writers. Part of what makes these writers stand out is the content they're sharing with you. But the other part that resonates with you is their writing style. They don't create their content like a dry textbook. Instead, they let their personality shine through, they have a unique writing voice, and they really connect with their audience.

Hint: People will love your content at least partly because they love you. So, let your personality shine through, which helps set you apart from other writers in your niche. You should also take time to consider (again) how to connect with your audience based on what you know about them.

11 How will you add value to your content?

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**NOTE:** The idea here is to create your content in such a way that you boost its perceived value (which in turn creates more satisfied customers).

This includes adding multimedia to your content (such as an infographic), putting your content into a high-value format (such as a course), offering tools to help people take action (such as a checklist), making your content more accessible and so on. List your ideas above.

12 How will you take what you just learned and really capitalize on it? List your ideas here:

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You just received an overview of the 11 steps you need to take to create engaging, highly effective content. But of course this worksheet just scratched the surface when it comes to creating awesome content.

That's why you'll want to enroll in *Content Creation U*, your one-stop training program with over 120 in-depth lessons for content creation that builds and monetizes your list, generates and converts website traffic, and develops sellable products. It's your complete "content creation education" for creating effective content THAT PEOPLE LOVE by helping them solve their problems, reach their goals and enjoy their interests. Make money by making a difference!



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