

CONTENT CONCEPTING WORKSHEET

INBOUND2014

PERSONA
(choose 1)

YOUR TOPIC/KEYWORD
(choose 1)

BUYER'S JOURNEY STAGE
(choose 1)

Awareness

Consideration

Decision

HOW WILL THIS HELP YOUR PERSONA?

FORMAT/TYPE
(choose 1)

eBook or
Whitepaper

Template

Checklist

Comparison
Chart

Case
Study

Worksheet or
Calculator

Podcast

Video or
Webinar

Purchasing
Guide

CONTENT STRUCTURE
(choose 1 or more)

List

How-to

FAQ

Best Of

News or
Trends

Q&A

Opinion

Curated

Product-
Focused

CONTENT TITLE