

CONCEPTING WORKSHEET

* Indicates these should only be used in decision stage content

Persona

(choose 1)

Beginner

Intermediate

Advanced

Audience skill level

(choose 1)

Your Topic/Keyword

(choose 1)

Awareness

Consideration

Decision

Buyer's Journey stage

(choose 1)

Blog post

Offer

Post or Offer

(choose 1)

eBook/
Whitepaper

Template

Checklist

Comparison
Chart

Case
Study

Worksheet/
Calculator

Podcast

Video/
Webinar

Purchasing
Guide*

Format

(choose 1)

List

How-to

FAQ

Best of

News/
Trends

Q&A

Opinion

Curated

Product-
focused*

Content Structure

(choose ≥ 1)

Content title