CONCEPTING **WORKSHEET**

* Indicates these should only be used in decision stage content

Persona
(choose 1)

[ ]

Audience skill level
(choose 1)

Beginner [ ]   Intermediate [ ]   Advanced [ ]

Your Topic/Keyword
(choose 1)

[ ]

Buyer's Journey stage
(choose 1)

Awareness [ ]   Consideration [ ]   Decision [ ]

Post or Offer
(choose 1)

Blog post [ ]   Offer [ ]

Format
(choose 1)

eBook/ Whitepaper	Template	Checklist	Comparison Chart	Case Study	Worksheet/ Calculator	Podcast	Video/ Webinar	Purchasing Guide*
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Content Structure
(choose ≧ 1)

List	How-to	FAQ	Best of	News/ Trends	Q&A	Opinion	Curated	Product-focused*
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Content title

[ ]