

Content Concepting Worksheet.

*Indicates these should only be used in decision stage content.



Persona

Audience skill level

(choose 1)

Beginner

Intermediate

Advanced

Your Topic / Keyword

(choose 1)

Buyer's Journey stage

(choose 1)

Awareness

Consideration

Decision

Free or gated

(choose 1)

Free Access

Gated

Format / Type

(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

(choose 1)