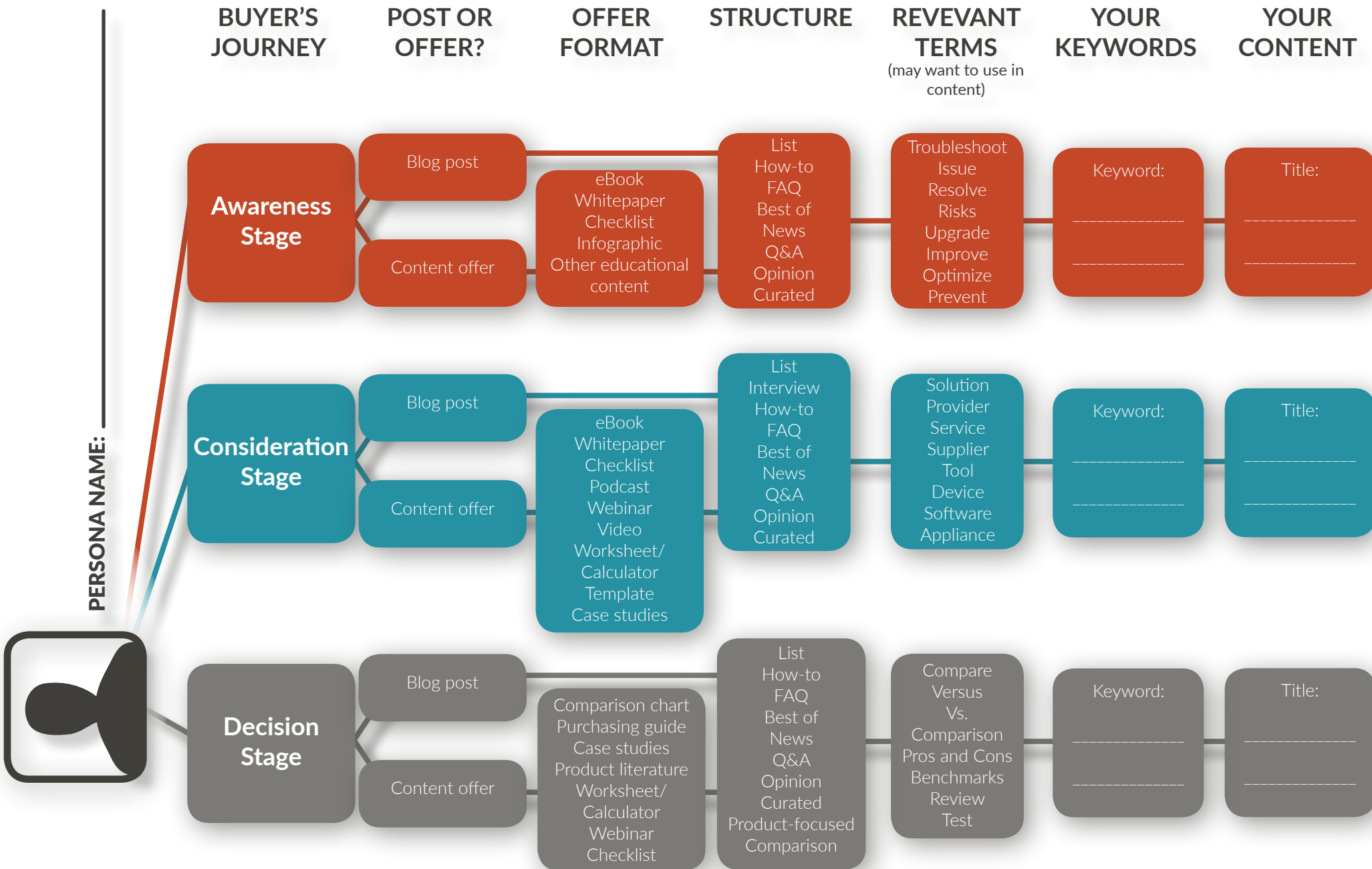


MAPPING CONTENT TO YOUR PERSONAS & THE BUYER'S JOURNEY



CONCEPTING WORKSHEET

* Indicates these should only be used in decision stage content

Persona
(choose 1)

Audience Skill Level
(choose 1)

BEGINNER	Intermediate	Advanced
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your Topic / Keyword
(choose 1)

Buyer's Journey Stage
(choose 1)

Awareness	Consideration	Decision
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Post or Offer
(choose 1)

Blog post	Offer
<input type="radio"/>	<input type="radio"/>

Format
(choose 1)

Ebook / Whitepaper	Template	Checklist	Comparison Chart	Case Study	Worksheet / Calculator	Podcast	Video / Webinar	Purchasing Guide*
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Content Structure
(choose 1)

List	How - to	FAQ	Best of	News / Trends	Q & A	Opinion	Curated	Product Focused*
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Content Title