



Worksheet

How to use this worksheet:

- Set aside some **time free from distractions and interruptions** (if such a thing is possible for a business owner!) to workshop these questions.
- **Work with one or two other people to create a brainstorming effect.** Are there some staff members you can involve? If you work alone, is there a partner or close friend – someone who understands you and your business quite well – who is willing and able to help you with this project?
- **Use a whiteboard**, if you have one available. It often frees up a different part of the creative brain. As you work through each section, write the results into the worksheet for safe keeping. Or, use your smartphone to take a photo of the whiteboard squiggles!

1. Know your ideal customer

- You may have already done a lot of work on the description of your ideal customer, as you developed your business marketing plan. If so, fill in the sections below that you believe are relevant.
- Even if you have a clear description in mind, feel free to workshop this question again, as you think specifically about how people might interact with your internet presence.
- If you don't yet have a picture in mind of your ideal customer, try this exercise: Close your eyes and think of three of your favourite current customers. Recall a conversation with them and the types of things you talked about. Now consider the aspects of those customers that fit into the following categories.

Age	
Gender	
Where do they live?	
Who do they live with?	
Interests	
Personality traits	
Spending ability	
Other (you choose!)	
Other (you choose!)	

2. Create the content they want

- Remember, this is what they want, not what they need.
- Think about your 'ideal customer' defined above. What do they talk about? What questions have they asked? What do they say to other people about your business?

- What do they fear? What do they desire?

'Content' is information and/or entertainment. It can include lots of things:

- articles
- videos
- audio
- tutorials
- tipsheets
- online courses
- something else no one has thought of that you're about to invent!

3. Be yourself

- What do you know about, that your ideal customers want to know?

- What topics inspire you to write, or create other kinds of content? This is important, as it will help you stay motivated. Content creation is a neverending task (with great rewards!).

- What are the values of your business?

- Use your answers from 2. and 3. to generate ideas to complete this matrix.
- Be as specific as you can with the topics.
- The topic with the highest score in the total column is an ideal place to start. It may even end up guiding you as you develop a theme that flavours all your content.
- Your motivation is scored out of 20 to give it double weight. This is going to be hard work, and you'll need to be inspired if you're going to stick with it.

TOPICS THAT INTEREST MY IDEAL CUSTOMER	How intense is my customer's desire to know about this topic? (Score out of 10)	How much do I know about this topic? Or, how easy would it be to research? (Score out of 10)	How motivated am I to write/create content about this topic? Does it interest/inspire me? (Score out of 20)	TOTAL (Score out of 40)
Sample: How to go bungee jumping in NZ, including travel operators, accommodation, health considerations.	9	7	3	19

4. Make it easy for people to share

- Does your website already have ‘**sharing buttons**’ on each article? If not, talk to your web developer about getting them installed. Note that these are NOT the same as the buttons that link to your business’s social media profiles. Rather, they enable visitors to your site to share directly with their own social networks, via their own social profiles. If you understand how they work, you will be able to ensure your web developer provides what you actually need.
 - If your website is built using the Wordpress content management system, this article provides a review of free plugins that will add social sharing buttons to your articles: <http://www.bloggingwizard.com/top-wordpress-social-sharing-plugins-2014/>
 - Remember, being ‘shareable’ is also about what you write. **If it’s a sales spiel, it won’t get shared.** If it’s genuinely interesting, useful, valuable content, that people think will help their friends and networks, it has a much better chance.
 - Write your action plan for creating ‘shareability’ on your website articles:
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-
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5. Build a relationship

- Do you allow comments on your articles? If there is no pressing legal or practical reason for excluding comments, consider creating a comment system. Blogging software like Wordpress has this capability built in.
 - Do you have an email list, and sign-up forms available on your website so that your visitors can join it? Talk to your web developer about how to create one.
 - If people contact you as a result of one of your articles, how will you respond?
 - Write your action plan for relationship building on your website:
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I manage my own email lists using the [AWeber](#) system. It is designed to help non-geeks create subscription forms and email series. It sends a series of emails to each person who signs up to my list, and an automated email every time I post a new article.



Like some help?

- I can edit and rewrite your articles so that they are more effective, but still sound like **you**.
 - I can also help you workshop your content creation plan.
- [<Click here>](#) to find out more.