



Content Planning Worksheet

Before creating your content, use this handy worksheet to organise your thoughts and plan your key messages.

Who?

Who do you want to connect with?

Are they male or female?

What age group are they in?

Where would they live?

What are their interests/ passions?

What are their issues/ pain points?

What?

What is the most important and useful information I want them to know?

- 1.
- 2.
- 3.

Why?

Why does this info matter to them?

Think about their passions and their pain points:

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How?

How best should I get this information to them?

Blog
Video
Infographic
Short post
Images
Slideshow

Happy Content Planning!