

THE CONTENT OFFER PLANNING WORKSHEET



Congratulations! You're ready to create an awesome content offer that is bound to deliver high quality leads. Follow along each section of the worksheet to plan and organize your next best lead gen asset.

Ideation Stage

At this point, you want to get clear about who you're trying to attract, what you're trying to help them solve, what format your offer will be, and how your offer will be structured.

Buyer Persona	Which one of your buyer personas are you targeting with this content offer?
Pain Point or Goal Addressed	What specific pain point or goal does this content offer address? How does it help them?
Buyer's Journey Stage	What stage is your buyer persona in – awareness, consideration, or decision? How will this content offer benefit them at this stage?
Your Value Proposition	What specific value are you providing? How will you tailor the messaging to entice visitors to download this offer?
Current Content Offer Audit	Do you have any content offers currently that address the same persona and pain point? List related offers and explain how this new offer will be different.
Content Offer Type	What is the format of this content offer?
Research	Add links to research and content that inspired the idea and can be used as reference during the creation stage.
Working Title	What is the tentative title of this offer?
Summary	Add a concise summary of the idea and a breakdown of each section of the content offer.
Campaign Name	What is the name of the campaign associated with this offer?
Internal Resources	List the tools you will use, who will be contributing to this offer, and what their roles and responsibilities are.
Additional Notes	What other information is necessary for the content team to know before moving into the creation stage?

Creation Stage

Now that you have a vision for your offer, you're ready to start creating it. You can use this basic outline structure to lay out each section.

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Example Outline

Section X: What is the tentative header for this section?

Main Idea of This Section:

Write the big idea that this section is going to address.

Main Points: List out the main points that support the big idea of this section.

- Point #1
- Point #2
- Point #3
- Point #4
- Point #5

Research Resources to Use:

Add research links and other resources that you and your team will use when writing this section.

Additional Notes:

Add any information you and your team will need when creating this section (e.g., notes about visuals to include, data to reference, blockquotes to add, design elements, etc.)

Section 1: _____

Main Idea of This Section:

Main Points:

-
-
-
-

Research Resources to Use:

Additional Notes:

Section 2: _____

Main Idea of This Section:

Main Points:

-
-
-
-

Research Resources to Use:

Additional Notes:

Section 3: _____

Main Idea of This Section:

Main Points:

-
-
-
-

Research Resources to Use:

Additional Notes:

Section 4: _____

Main Idea of This Section:

Main Points:

-
-
-
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Research Resources to Use:

Additional Notes:

Section 5:

Main Idea of This Section:

Main Points:

-
-
-
-

Research Resources to Use:

Additional Notes:

Keep building out your outline until all necessary sections are accounted for and organized.

Once your content offer is completely outlined, **get to creating!** You and your team can use this outline to reference as you develop and finalize this offer.

Start driving lead gen now!



So... how are you going to build your campaign around this?

Check out our ebook, How to Create an Effective Inbound Marketing Campaign!

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