



Your Content Marketing **SENSE CHECK**

The 12 questions you must ask before
you begin work on that content idea

Discover your **WORDS** • *Craft your* **MESSAGE** • *Express your* **VOICE**

Your Content Marketing Sense Check

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When creating content don't just publish any old thing – instead, create your content in a **strategic way** and maximise your time and financial investment.

Here are **12 questions** to ask yourself to keep you focused:

What's the general gist and format of your content idea? E.g. A blog post that flags up the 12 marketing mistakes retailers make.	
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1. Who is your **perfect WHO** for this piece of content?
2. How does this content **add value to your perfect customer**? For example, what problem are you solving? What question are you answering? What pain are you soothing?
3. What is the **attention grabber**? How will you get the right eyes on this piece of content?
4. **What purpose** does this piece of content serve for your business? How is it aligned with your **PATH** and your bigger business goals?
5. What's the **next step** you want a customer to take after reading your content?
6. Are your **expectations realistic**? This will depend on your existing relationship with your list and the step you require them to take.
7. Have you chosen the **correct format** for this message?
8. How does this content fit into your **wider content web**?
9. What **links/connections** can you make with existing content?
10. How does this content **link with your positioning** and what you want your perfect customer to know about you?
11. How can you seamlessly weave **your personality** into this piece?
12. How will you promote this piece to gain **message momentum**?

Want to make smart content marketing decisions?

Simply download my easy, **four-step strategy** and discover how to decide *what content to create* now, next, and later.

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