

— 2014 —

CONTENT CREATION

template & worksheets



WEIDERTGROUP
full-service inbound marketing agency

2014 CONTENT CREATION *template & worksheets*

Creating content – blog posts, tip sheets, ebooks, videos...you name it – can be a sweat-inducing task, particularly if you're writing without proper direction and focus.

That's why Weidert Group has developed the **2014 Content Creation Template & Worksheets**. This two-part guide helps you create valuable content that's effective in attracting prospects to your website and demonstrating your value to them:

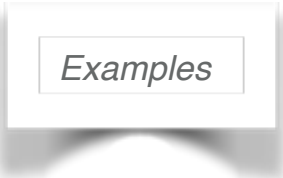
- Using the **Prospect Persona Template**, you'll itemize the important facets, characteristics and motivations of your target audience – a critical step if you're to create content that answers their questions and addresses their needs
- Using the **Content Development Worksheets**, you'll answer the most important questions before typing your first words – questions like “What about your product is going to help your prospect achieve his or her goals?” and “What will you use to support your points and prove your argument?”
- We also provide reminders to include various elements that help get your post found by search engines and have the greatest appeal to your target

For additional insights into content and your prospect, check out Weidert Group's Whole Brain Blog. It's full of valuable information that can help you make the most of your Inbound Marketing efforts!

PROSPECT PERSONA *template*



PROSPECT PERSONA TEMPLATE



Title / Industry

What are his or her primary responsibilities?

Education & career path

Demographics: Sex, age, household income, marital status, urban/suburban/rural, ethnicity if relevant

What degree(s)? What types of positions/industries? Upward movement? Multiple moves or static/stable?

PROSPECT PERSONA TEMPLATE

Examples

Who does he or she answer to
(not necessarily report to)?
With whom must he or she
collaborate?

What's the problem he or she
has that's got them searching
the internet for solutions?

*Lack of reporting capabilities?
Unstructured training process?
High cost-in-use? Costly
downtime? Lack of
customizability?*

Specifically, how can we help
him or her reach goals and/or
solve problems?

What will our product/service
do for him or her?

*Reduce downtime? Speed
processes? Eliminate risk?
Ensure compliance? Improve
performance and profitability?*

PROSPECT PERSONA TEMPLATE

Examples

What internal or external pressures surround the purchase of this type of product/service?

Must avoid risk associated with new vendor? Budgetary? Product must “play nice” with systems already in place? Must demonstrate ROI in < 6months?

What objections does he or she have about our type of product/service?

Does your product have a bad reputation to overcome? Does your manufacturing process compare poorly to competitors’? Is your product type perceived as too complicated/costly? Is it “not the right time” to buy?

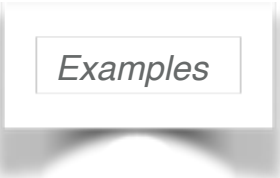
What roadblocks will we encounter as we try to sell to him or her?

Is there a “proven” competitor in place? Is the cost “too high”? Do we need to demonstrate the product before we can sell it in? Are our service options limited?

What is his or her state of mind regarding our type of product/service?

What are the negative perceptions of our product or industry? Positive? How does he or she feel about the purchase - that it will benefit him or her, or is it a “cost of doing business”?

PROSPECT PERSONA TEMPLATE



What is the buying process for this type of product/service?

*RFP/RFQ? Extended purchase cycle or short/impulse?
Layers of approval or one decision-maker?*

What is this person’s role in the buying process – decider, user, gatekeeper?

What types of activities is he or she involved in outside work?

*Extreme sports or reading?
Participant or observer?
Family-centric or experiential?*

What are his or her most relevant personality traits?

*Type A? Aims to please those with whom he or she works?
Aggressively protects his or her interests or works as part of a team for benefit of the company? Family-oriented? Individualistic? Serious? Fun?*

CONTENT DEVELOPMENT *worksheets*



EMAIL DEVELOPMENT WORKSHEET

Question	Examples	Your Notes
Who is your best prospect? In other words, who will be most interested in this email and get the greatest value out of the content offer you're directing them to (industry and title)?	CIOs of healthcare organizations, CFOs of heavy equipment manufacturers, VPs of Purchasing for food manufacturers	
What specific content offer are you promoting with this email?		
Are you ultimately promoting a specific product with that content offer? If so, what is it?		
What about the product or service do you want to promote?	Its cost-savings, its efficiency/streamlining capabilities, added functionality, etc.	
How much knowledge does your best prospect have about this topic?	Are they technical people who will understand complex concepts and technical language or do they need a more "overview" approach?	
Is your subject line compelling? Does it present a benefit to the reader?	"Six New Ways To Boost Productivity with XYZ Product" rather than "Acme Corporation Introduces XYZ Product"	
Is your copy clear, direct and concise? Have you outlined ways in which the best prospect will benefit by downloading and reading the content?		
Have you included keywords in your subject line, headline and copy?		
Have you included an interesting visual?		

BLOG POST DEVELOPMENT WORKSHEET

Question	Example	Your Notes
Who is your best prospect? In other words, who will get the greatest value out of this post and the content offer you're directing them to (industry and title)?	CIOs of healthcare organizations, CFOs of heavy equipment manufacturers, VPs of Purchasing for food manufacturers	
What is the goal of this blog post? Why are you writing it?	To educate the audience about what we do, to introduce a new product or service, to reveal findings of a side-by-side comparison, to improve/enhance our image as a thought leader, etc.	
Are you promoting a specific product? If so, what benefits does it represent to the best prospect?	Cost-savings, greater efficiency, enhanced capabilities, less waste, quicker ROI, etc.	
How much knowledge does your best prospect have about this topic?	Are they technical people who will understand complex concepts and technical language or do they need a more "overview" approach?	
Is your copy clear, direct and concise?		
Have you included keywords in your headline and copy? Have you optimized your metadata?		
What content offer are you promoting in this post?		
Have you included an interesting visual?		

WHITEPAPER / eBook DEVELOPMENT WORKSHEET

Question	Example	Your Notes
Who is your best prospect? In other words, who will get the greatest value out of this email (industry and title)?	CIOs of healthcare organizations, CFOs of heavy equipment manufacturers, VPs of Purchasing for food manufacturers	
What is the goal of this whitepaper or eBook?	To educate the audience about an industry issue, to present an in-depth look at a process and its benefits, to outline a product's functionality, use and applications, etc.	
What is the topic you'll cover? Be as specific as possible (i.e., rather than simply "SEO" as a topic, a more focused topic would be "How to select the most effective keywords for good SEO results."	The cost-savings and efficiency of virtual server systems, the role of Medicare in rising healthcare costs, how to design workspaces for greater productivity, etc.	
What will you use to support your points and overall thesis?	Do you have access to facts, comparisons, graphs/charts, data, interviews/quotes, articles, survey results, etc., that you can use to back up and enhance your messages?	
How much knowledge does your best prospect have about this topic?	Are they technical people who will understand complex concepts and technical language or do they need a more "overview" approach?	
Are you indirectly promoting a specific product with this whitepaper or eBook? If so, what about the product or service do you want to promote?	Its cost-savings, its efficiency/streamlining capabilities, added functionality, etc.	
What is your call-to-action for this piece?	Will you direct the reader to another piece of content, to your website for more detail, or recommend he or she requests a free trial/consultation?	

VIDEO DEVELOPMENT WORKSHEET

Question	Example	Your Notes
Who is your best prospect? In other words, who will get the greatest value out of this email (industry and title)?	CIOs of healthcare organizations, CFOs of heavy equipment manufacturers, VPs of Purchasing for food manufacturers	
What is the goal of this video?	To educate the audience about a process or feature, to introduce a new capability, to provide a testimonial that highlights our client's success using our product, , etc.	
What is the topic you'll cover? Be as specific as possible (i.e., rather than simply "aluminum construction" as a topic, a more focused topic would be "3 ways aluminum construction improves performance of truck cabs.")	The speed and flexibility of a system, how to perform a lab test using our product, how our metal plating process is performed and why it's better than competitors, etc.	
Are you indirectly promoting a specific product with this video? If so, what about the product or service do you want to promote?	Its cost-savings, its efficiency/streamlining capabilities, added functionality, etc.	
Do you have visuals to help support and enhance your message?	Charts reinforcing a point, images, backgrounds against which you can shoot the video, on-camera comments from customers, etc.	
How much knowledge does your best prospect have about this topic?	Are they technical people who will understand complex concepts and technical language or do they need a more "overview" approach?	
What is your call-to-action for this piece?	Will you direct the reader to another piece of content, to your website for more detail, or recommend he or she requests a free trial/consultation?	

CASE STUDY DEVELOPMENT WORKSHEET

Question	Example	Your Notes
Who is your best prospect? In other words, who will get the greatest value out of this email (industry and title)?	CIOs of healthcare organizations, CFOs of heavy equipment manufacturers, VPs of Purchasing for food manufacturers	
What is the goal of this case study?	To illustrate a methodology, to demonstrate our expertise in a particular area, to describe a process more fully, to highlight a client success, to refute a misconception, etc.	
Which of your products or services are you promoting via this case study? What is the competitive advantage of the product or service – how is it better than others on the market?		
Specifically, what about the product or service do you want to highlight?	Its cost-savings, its efficiency/streamlining capabilities, added functionality, etc.	
What is the primary takeaway of the case study?		
How much knowledge does your best prospect have about this topic?	Are they technical people who will understand complex concepts and technical language or do they need a more “overview” approach?	
What is your call-to-action for this piece?	Will you direct the reader to another piece of content, to your website for more detail, or recommend he or she requests a free trial/consultation?	
What were the issues they were dealing with that caused them to reach out to you?		
What was the overall goal of the project?	Were there metrics the customer needed to hit, efficiencies they needed in order to save time or money, capabilities they wanted to add?	
What were the results of the engagement?		

Contact Our Team Today!

Weidert Group can help you leverage **the power of inbound marketing** – the kind of power that turns your sales funnel into an opportunity magnet, with the best prospects powerless to resist.

Give us a call: 920.731.2771.

**For Greg Linnemanstons, our president, use extension 231
or email Greg at gregl@weidert.com.**



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