



## Cheat Sheet

### 1-2-3 Of Your Content Marketing Mission Statement

Full article:

<http://www.marketingforowners.com/1-2-3-cmms-content-marketing-mission-statement/>

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#### Who is this content for?

- Get laser-specific!
- Strive to keep your core audience to **one kind of consumer.**
  - Base it on your **ideal customer avatar.**  
[\[More on this here\]](#)
- **Remember:** The best content is the content that feels extremely personal to the reader or consumer.

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#### How will this content help them?

- Your content should exist to **solve the problems and concerns of your audience.**
- Dive deep into what problems your audience faces and then create content to **help them solve those problems.**

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#### What's your goal?

- Once someone consumes your content, what impact should that have on them? **How will their life or business be different?**
- **Get clear on the effect** you intend your content to have on your consumers.