Cheat Sheet

1-2-3 Of Your Content Marketing Mission Statement

Full article:

Who is this content for?

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

How will this content help them?

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

What’s your goal?

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