

WORKSHEET

# 13 Simple Questions to Help You Draft a Winning Content Strategy

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# 1 Who are your users?

A lack of a documented content strategy could be holding you back.

But the 13 content strategy questions here will hone your focus and keep your content on track.

Use your answers to help you see clearly, avoid excuses, and remove distractions. Use this worksheet to keep you accountable.

Set aside an afternoon, ask yourself these questions, and document the answers here.

Ready? Let's get started.



2 Who are your competitors?

3 What do you bring to the table?

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4 What do you hear?

5 What content do you already have?

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6 What is the purpose of your content?

7 How often should you publish content?

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8 How will you distribute your content?

9 Who is in charge of your content?

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10 Who will produce  
your content?

11 Who is going to  
maintain the content?

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12 Who is responsible  
for the results?

13 What's your destination  
(core strategy)?

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So, how does it feel to finally get that content strategy out of your head and onto paper?

You should be proud of yourself. You've taken a step in the right direction. Consider it an investment in the health of your business.

Now that you have a clear idea of what you are supposed to do, go out there and kick some tail.

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