

# Your 5-Step Content Implementation Plan - Workbook

## Step 1: Set Your Content Drivers

Create your ideal target customer profile

Age:	
Gender:	
Income:	
Location:	
Education:	
Family:	
Top Challenges:	
Where they are online:	
Other characteristics	

## Create Your Unique Value Proposition

Why should people buy from you?  What makes you different?	
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## Outline Your Top Business Goals

1	
2	
3	

## Your Top Business/Marketing Challenges

1	
2	
3	

## Your Top Content Needs

Sales Funnel Step	Top Content Needs (Type of Content)	Challenge Addressed
Awareness / Lead Generation		
Conversion (Product / Sales Materials)		
Customer Retention / Loyalty		

You can also use the Google spreadsheet here to identify content needed based on your customers anticipated questions at each stage of your sales process: [CLICK HERE for Your 3-Point Content Plan spreadsheet>>](#)

## Step 2: Content Planning

### Take Stock of Your Content

For each piece of content that came with your purchase, note how it will fill your top content needs identified in Step 1.

Participant Materials	Which Content Needs Addressed?
Course Book	
Workbook	
Checklist	
Graphics	
Infographic	
Tools	
Slides handout	
<b>Facilitator Materials</b>	
Slideshow	
Facilitator Guide	
Evaluation Form	
Research Sources	
Follow-Up Emails	
MindMap	
<b>Promotional Materials</b>	
Opt-In Report	
Opt-In Slideshow	
Opt-In Checklist	
Opt-In Page	
Opt-In Emails	
Infographic	
Blog Posts	
Tweets	
Sales Page	
eCovers	
Promo Videos	

## Delivery Methods

Content	How Delivered?

## Identify Any Additional Content Needs

Content to Create	How it will be used

## Step 3: Content Customization

### Identify New Titles

Main Course/Ebook/Report etc	
Opt-in Gift	
Webinar	
Blog Posts	
Other	

### Examples & Stories to Add

1	
2	
3	
4	
5	

### Suggested Tools & Resources to Add

1	
2	
3	
4	
5	

### Missing/New Content to Create

1	
2	
3	
4	
5	

## Step 4: Content Publishing

### Delivery Platforms

Content	Delivery Platform	File Format/Name

## Step 5: Content Promotion

### Identify Main Methods of Communication/Promotion

1	<i>Social Media</i>
2	<i>Paid Ads</i>
3	<i>Printed Marketing Materials</i>
4	<i>Website/Blog Announcement</i>
5	<i>Free Webinar</i>
6	<i>Email</i>
7	<i>Press Release</i>
8	<i>Etc...</i>

### Identify Promotional Tasks/Responsibilities

Task	Who?

### Changes/Additions Needed (after monitoring implementation)

1	
2	
3	
4	
5	

See Content Maximizer & Editorial Calendar spreadsheet file for additional planning for repurposing and publishing. For more advanced planning for all your content marketing, [CLICK HERE for your Content Planning Template](#).

Need more ready-to-go content to build your business,  
extend the content you have, and fill your plan?

[>>CLICK HERE>>](#)