

WORKSHEET

Content Starter Sheet

Content topic

What topic will you cover?

Level of experience

Target a specific level of experience in the content you'll create.

- Beginner:** They're just starting to understand your topic and are searching for answers to very basic questions. Their questions start with, "What is [YOUR TOPIC]?"
- Intermediate:** They want to apply your topic in their lives and they're looking for information that helps them do this. Their questions start with, "How do I use [YOUR TOPIC]?"
- Advanced:** They want to get better, faster, more efficient at using your topic. They want to master it! Their questions start with, "How do I get better at [YOUR TOPIC]?"

What questions will my content answer?

Based on the level of experience above, think about the questions your content can answer. Put yourself in the shoes of your audience member — how would *they* ask the question? What words would *they* use?

How will I use my content strengths?

This is where things get interesting! Remember your content strengths. Think about how you can use them in this piece of content. Make notes below:

How will my Unique Content Voice shine through?

How will you express your unique voice in your writing, images, audio, or video?