

Content Upgrade Idea Generator

Use this worksheet to come up with ideas for content upgrades that add value and help you to build your email list.

QUESTION 1

What does the person who'll use my content upgrade know now?

BEGINNER

Beginner readers ask, “What is [___]?” They are looking for definitions — they want to understand your topic and clarify any jargon that’s confusing. They want to make sense of concepts that are new to them. Beginner readers are taking an early interest in your topic — oftentimes because life has presented them with a challenge. It’s important to serve Beginner readers well. They are an abundant source of new prospects for your business, and they are hungry for knowledge.

INTERMEDIATE

Intermediate readers ask, “How do I do [___]?” Intermediate readers are ready to learn how to put your topic to use in their lives. But first, they want to know how to implement what they’re learning about your topic. That’s why intermediate readers love any information that’s served up in the form of how-to guides, step-by-step articles, checklists, tutorials, or video demonstrations. Those content formats help them implement your topic to meet their challenges — and to begin experiencing positive outcomes.

ADVANCED

Advanced readers ask, “How do I get better at [___]?” Advanced readers understand your topic, and they’ve started to use it in their lives. But now they need help to make the most of what you offer, teach, or provide a service for. Advanced content upgrades demonstrate that you and your business can be trusted to deliver a quality experience around your topic. They show that you know your stuff and can help the reader get to the next level.

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QUESTION 2

What question will your content upgrade answer?

This content upgrade answers the question, “What can I create for a content upgrade?”

What single question can your content upgrade help to answer?

QUESTION 3

What can I create that takes less than 20 minutes to consume?

Content upgrades should deliver a solution that’s quick to understand and use. Use this Idea Bank for inspiration.

A step-by-step, how-to checklist

A swipe file that shares copy/paste text

A “behind-the-scenes” audio with in-depth content

A resource guide with favorite vendors, websites, or books

A short tutorial video

A series of quotes or cards they can print

A spreadsheet they use to mark progress, keep track, or tally up results

A handful of “recipes” — not just for food

A transcript of audio or video content

A white paper or case study on your topic

A report with in-depth survey results

A small (but useful) piece of a product you sell

A free course or series of emails

A quiz or self test

For more on content upgrades, read:

[How to Profit from Your Email List with Content Upgrades](#)