

The Art of Content Marketing

PAIN POINTS

What are the top 5 pain points that your perfect customers struggle with?

	PAIN POINT
1	
2	
3	
4	
5	

BLOG TOPICS

What are possible blog topics you could write that address those specific pain points?

You can use these different article types to generate different topics for your blog. Here are some ideas for how to formulate different blog titles and topics (please refer to the Blog Content Matrix):

EDITORIAL - Standard written article

Entrepreneurs discuss how business coaching drastically improves their business success

'HOW TO' ARTICLE - Tutorial

How to start or grow your own profitable business

LISTICLE - List-based

The top 5 strategies that will boost your business growth

CURATED - List-based (third party)

My 5 favourite books on entrepreneurship

INTERVIEW - Interview with leader

Jane Smith tells us how having a business coach can really sky-rocket your business

PERSONAL STORY - Your experience

I hired a business coach, here's what happened

CASE STUDY - Client's experience

Janine doubled her revenue by making one small change

FUN POST - Entertaining

My best business fails

'WHAT' POST - Explains a concept

What can a business coach do for your business?

'WHY' POST - Importance of a concept

Why every small business should have a business coach

RESOURCES - Pain points & solutions

The best business resources to grow your success and profitability

REVIEWS - Review product/service

Mailchimp: the pros and cons

COMPARISON - Compare product/service

My experience with three different coaching approaches

NEWS-JACKING - Leverage current news

International Women's Day and what it means for you



UMBRELLA TOPIC	
SUB-TOPIC	
CONTENT MULTIPLIER	
CONTENT TYPE	
LEAD MAGNET (if applicable)	
PRODUCT (if applicable)	
POSSIBLE HEADLINES	
HOOK Remember the formula: "I'll help you to ... so that you can ... and ..."	
CALL TO ACTION	
CONTENT LEVERAGING What additional content will be created to leverage this content? E.g. video, Pinterest Pins, Facebook posts, Instagram Story	

Content Calendar

MONTH:

THEME:

TITLE	PUBLISH DATE	TYPE	NOTES
CHANNEL	PUBLISH DATE	TYPE	NOTES

CHECKLIST	

TITLE	PUBLISH DATE	TYPE	NOTES
CHANNEL	PUBLISH DATE	TYPE	NOTES

CHECKLIST	

Content Calendar

MONTH:

THEME:

TITLE	PUBLISH DATE	TYPE	NOTES
CHANNEL	PUBLISH DATE	TYPE	NOTES

CHECKLIST	

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CHECKLIST	

