

Content Strategy Worksheet

Part 1: The Golden Circle - Define Your Purpose

Use Simon Sinek's Golden Circle framework to define your brand's core message and purpose.

1. WHY - Why does your business exist?

What is the mission, belief, or cause that drives your business? Why do you do what you do?

Answer: _____

2. HOW - How does your business help people?

Describe the process, methods, or values that set you apart.

Answer: _____

3. WHAT - What does your business offer?

List your services, products, or solutions.

Answer: _____

Part 2: Know Your Audience

Understanding your target audience helps create content that connects and converts.

1. Who is your target audience?

Answer: _____

2. What problems do they face?

Answer: _____

3. How does your content help solve those problems?

Answer: _____

Part 3: Define Your Content Pillars

Choose 3 to 5 content themes or categories you will consistently post about. These should reflect your brand's message and help your audience.

Content Pillar 1: _____

Content Pillar 2: _____

Content Pillar 3: _____

Content Pillar 4: _____

Content Pillar 5: _____