



Clarity Driven Content

Questions to Ask When Creating Clarity-Driven Content

The best content is content that leads your prospective customer/client to clarity. Most often, clarity-driven content doesn't focus on the HOW.

Create marketing campaigns using these questions to think deeply about content. Nurture them. Give them value. (Even if they never buy.)

1. What is this “thing” really about?/What is it?
2. Why would people be interested in it?
3. Who is it for? Who is it not for?/What kind of people would be Interested?
4. Why are you passionate about it? Why did you create it? (your story!)
5. How with this “thing” change their life? their business? their health? their pocketbook? Etc.?
6. When will the change/results happen?
7. What is a realistic timeline for completion/implementation?
8. Where is it taking place? Where will the learning happen?
9. What objections might the right buyer have?
10. How is _____ different?
11. What can the buyer/student/client expect?
12. Will this help them...?

What other clarity-driven questions can you come create?

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