



SPEAKER MARKETING Success

CONTENT CREATION WORKSHEET

WHAT'S THE BIG IDEA?

Articulate your content piece in one headline.

MEMORY

OBSERVATION

OPINION

STORY

EXPERIENCE

WHY IS THIS RELEVANT / USEFUL?

What makes this of interest to your audience?

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WHERE ARE THE PROOF POINTS?

Do you have relevant stats?

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HOW WILL YOU BRING IT TO LIFE?

A case study, model, infographic, graph or image?

FORMAT



PLATFORM

