speakermarketingsuccess
CONTENT CREATION WORKSHEET

what's the big idea?
Articulate your content piece in one headline.

- **M** EMORY
- **O** BSERVATION
- **O** PINION
- **S** TORY
- **E** XPERIENCE

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