



Thought Leadership / Content Marketing Worksheet

The worksheet below should help you identify the key elements of your content marketing plan for thought leadership. You can tailor your approach for the different audience segments you may want to reach. (Though some elements may remain the same regardless of audience segment.)

In addition, most of the areas below can be expanded on — you can create separate worksheets for

- Key prospect questions and pain points
- Differentiators and unique perspectives
- Ways to reach each audience segment — which should include not only social media channels and other digital means, but industry events and other in-person opportunities

We also encourage you to create an editorial calendar to guide your publishing and promoting efforts.

Good luck!





	Audience Segment 1	Audience Segment 2	Audience Segment 3
Who is the Audience Segment?			
What questions do they ask?			
How can you answer differently than competitors?			
Where do they gather? How can you reach them?			
What competitors/ existing influencers are trying to reach them?			
What are they doing well? What are they doing poorly?			
Are their partners you can collaborate with? (Guest posting, etc.)			
Additional Notes			