

# Content Creation Canvas

The Content Creation Canvas is a strategy template to build thought leadership - it includes both IP Creation and Content Marketing - [GeoffMcDonald.com](http://GeoffMcDonald.com)

## 1 Business Goals

What do you want?

## 3 Context Shift

What is the context?

## 4 Manifesto

What is your solution?

## 5 Capital Content

How can you attract and keep clients?

## 6 Output

What will be your output?

## 7 Behaviours

What behaviours will create this?

## 2 Value Statement

What do your client's want?