

Content Creation Canvas

The Content Creation Canvas is a strategy template to build thought leadership - it includes both IP Creation and Content Marketing - [Learn how to use this template](#) - [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?