

Content Creation Canvas - Key Questions

The Content Creation Canvas is a strategy template to build thought leadership - it includes both IP Creation and Content Marketing - GeoffMcDonald.com

1 Business Goals

What do you want?

What is your money or financial capital goal?
What is your ideas or intellectual capital goal?
What is your people or social capital goal?
What is your hyperfocus?

3 Context Shift

What is the context?

What is the current context your clients are operating from?
What problem do they want solved?
What is a better context to operate from?
What does success or transformation look like?

4 Manifesto

What is your solution?

What is the usual way people solve this problem?
What is the name of your solution?
What steps, principles or rules do we need to adopt to solve this?

5 Capital Content

How can you attract and keep clients?

What type of content do you need to attract new clients?
What type of content do you need to keep your existing clients?
What is the overlap between the two? - what is the one set of content that both groups want?

6 Output

What will be your output?

What specific content will you create?
How will you create this?
When and where will you share it?
What is your Signature Style for content creation?

7 Behaviours

What behaviours will create this?

What actions do you need to take to produce this output of content?
What practices, habits and rituals do you need to create this content over time?
How will you manage your energy, emotions and attention to ensure this gets done?

2 Value Statement

What do your client's want?

X: Who is your client?
Y: What do they want?
Z: Why do they want it?