

# Content Development Worksheet

## Overarching themes of our story

- 1) .....
- 2) .....
- 3) .....

## Our areas of expertise

- |                   |                   |
|-------------------|-------------------|
| A) Theme: .....   | A) Theme: .....   |
| B) Topic: .....   | B) Topic: .....   |
| C) Channel: ..... | C) Channel: ..... |

## Thought leadership

- |                   |                   |
|-------------------|-------------------|
| A) Theme: .....   | A) Theme: .....   |
| B) Topic: .....   | B) Topic: .....   |
| C) Channel: ..... | C) Channel: ..... |

## Addressing customer pain points

- |                   |                   |
|-------------------|-------------------|
| A) Theme: .....   | A) Theme: .....   |
| B) Topic: .....   | B) Topic: .....   |
| C) Channel: ..... | C) Channel: ..... |

## Newsjacking current events

- |                   |                   |
|-------------------|-------------------|
| A) Theme: .....   | A) Theme: .....   |
| B) Topic: .....   | B) Topic: .....   |
| C) Channel: ..... | C) Channel: ..... |

## Channels:

Blog Post / Short-Form Video / Long-Form Video / Infographic / eBook /  
Newsletter / Image / Whitepaper / Research Report / Webinar / Podcast