CONTENT STRATEGY

Strategy isn't tactics. But it's so easy to treat it that way.

Instead of focusing on complex calendars of post frequency or chasing social trends, I'm making a 1-page strategy or reference monthly. **This is what it looks like.**

- **What** can I do differently than competitors?
- **Why** is this good for my clients?
- **How** can I sustainably maintain these differentiators?
- **Who** are my ideal clients?
- **Where** are they located and can they find me?
- **What** is my primary problem? (Is it being found, being found by the right people, encouraging calls, etc?)
- **What** are 3 things I can do to solve that problem?
- **How** do those tactics work together? (Remove ones that are clunky, time-consuming, don't with your core values, or offer low ROI.)
- **What** are my KPIs?
- **When** is it time to pivot? 1 month of no change? 2 weeks of low engagement on a social post experiment? Define "failure" perimeters.

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MORE STRATEGY QUESTIONS

For additional brainstorming.

What is your primary problem or bottleneck?

What is 1 tactic you can use and why will it work?

What are your product differentiators?

Who can help you achieve your goal?

What is mostly likely to fail (and what is your plan B?)

My Next Steps

- ○
- ○
- ○
- ○
- ○

Notes