

# One Page Content Strategy Worksheet

## About 70% Trust Building Content

- What insights (“Aha Moments”) about your client’s problem can you share?
- What obstacles (inner or outer) are stopping them?
- Why won’t a given solution work for them?
- What case studies or testimonials can you share?
- What “how to” tutorials will get them a small result now?
- What’s the old belief they have that’s holding them back?
- What’s the new belief that makes your solution possible?
- What’s the secondary gain of keeping the problem?
- What’s it costing them to keep the problem?

## 20% Connection Building Content

- Why do you want to help your customers?
- How did you get to where you are?
- What can someone expect when they work with you?
- Who are you great for?
- Who are you not great for?
- What’s the biggest lesson you’ve had to learn?
- What’s more important to you than money?
- What’s a funny/enlightening/inspiring story from your journey?

## 10% Offer Content (Formula)

- Here’s what’s happening
- Here’s what’s great about it
- Here’s who would benefit the most
- Here’s the price and what results to expect
- Here’s demonstration/proof that it works
- Here’s what to do next

## Guidelines:

- Short Form Content to capture attention
- Long Form Content to build trust
- Multiple Touchpoints to accelerate the buying process
- Trust and Connection content can include low-risk CTAs (Call To Action)