# EARNCOME

# CONTENT WORKS

*Worksheets To Make Your Content Creation Faster, Easier And Better Than Ever Before*

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Worksheet One
# Deciding What Outcome To Focus On With Your Content

Before you create a single word of content, you need to decide what you want your readers or viewers to do after they finish reading your content. This may differ depending on whether you're creating a free piece of content or a paid piece of content.

Let's look at some of the possibilities:

**Free Content Outcomes**

- Presell a paid offer.

- Get people to sign up for a mailing list.

- Encourage people to register for a webinar.

- Get people to join a contest.

- Get readers to share a piece of content.

- Get readers to download content or tools.

- Encourage readers to read or view another piece of content.

- Persuade people to take action on what they just learned.

- Get people to like or comment on the content.

**Paid Content Outcomes**

- Deliver a "quick win" for readers.

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- Provide a comprehensive tutorial or other information to solve a problem, reach a goal or enjoy an interest.

- Encourage people to take action on what they just learned.

- Get customers to purchase another product from you.

- Reduce refunds.

- Boost customer retention.

NOTE: These lists represent some of the most common objectives, but by no means are they exhaustive lists.

Let's walk through the steps of developing your own objectives for a piece of content.  Answer these questions:

Is this a free or paid piece of content? ....................................................

How long is the content? ......................................................................

> NOTE: Short pieces of content, such as an article, should focus on one objective. Longer pieces of content, such as a course, may focus on multiple objectives. For example, you may simply want people to take action at the end of Chapter 4, but perhaps you want them to purchase a product in Chapter 9.

Is the content in one piece or in modules? .............................................

> NOTE: Content with multiple pieces, such as a multimodule course, may have one objective overall, as well as one objective per module. For example, if you have a 7-day email mini-course, you may decide to promote up to 7 different products (one per module).

> Let's suppose you have an email marketing course. The module that talks about setting up an autoresponder may promote an email service provider.  The module that talks about setting up a lead page may sell landing-page templates. And so on.

What would you like viewers/readers to learn or do after they finish viewing the content? For this question, list all the things you'd like them to do.

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Of the list you just created above, what is your overall PRIMARY objective?

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Now rank the remaining objectives on your list in order of priority:

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If you have a multimodule piece of content (such as a course), determine whether you can put forth different objectives for each lesson/module:

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NOTE: Just because you have a multimodule course doesn't necessarily mean you should put forth one objective per module. You may wish to group your objectives, and then have two, three or more related modules that all have the same objective.

*For example, let's say you have a 10-module course. You may settle*

*on three objectives. Four modules will be based on your first objective, the next three modules will be based on your second objective, and the final three modules will focus on your third objective. Doing it this way helps boost response. When people see the same call to action repeatedly across modules, they're more likely to take action.*

As per the note above, define potential "groups" of content where you will have the same objective.  E.G., which modules are tightly related in that it makes sense to have the same objective? And what will be your objective for those modules? List them below:

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Now that you know what your objectives are for each piece of content, your next step is to brainstorm ways to create a piece of content that supports your primary objective. List your ideas below:

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EXAMPLES:

*Example 1: Let's suppose your primary objective is to create satisfied customers. In order to do that, you need to create a piece of high-quality content that's engaging (so that people keep reading), as well as comprehensive and informative. You want to be sure the content speaks to the level of the audience and is thorough enough so that people can take action and get good results. Finally, you'll also want to provide "quick wins" – simple steps or tips that people can apply immediately to start seeing good results quickly.*

*Example 2: Let's suppose your primary objective is to promote a product. You want to make sure your content naturally leads to that promotion. You can set this up early in the content such as by saying you'll share a shortcut to complete some task. Then later you can build upon that foundation by sharing the benefits of a resource and encouraging people to buy it as that shortcut.*

Now look at the other objectives you have for a piece of content. Can you meet those objectives without interfering (decreasing response/results) on your primary objective?

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*For example, if your primary objective is to promote a product, and your secondary objective is to create a satisfied customer, those two objectives won't interfere with each other. On the other hand, if your primary objective is to promote a product, and your secondary objective is to promote a different product, then the objectives will interfere with one another. In that case, skip promoting a second product and focus on promoting your primary product.*

If your objectives are compatible, then make a plan for how you'll meet both your primary and secondary objectives within the same piece of content:

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Finally, plan out your call to action. Generally, this means listing the benefits of the action you want people to take, followed by the CTA where you tell people exactly what you want them to do:

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*E.G., if you were promoting a product, you'd list the biggest benefits of the product and then end by telling people to click your link to download their copy now.*

Go ahead and fill out this worksheet before you start your content.

## END OF EXCERPT

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