

Discovery Questionnaire

1. What content are we creating? (i.e. a case study, blog post, announcement, etc.)
2. What's the purpose of this piece? Is it to:
 - **Educate** about a product offering or service
 - **Inform** about a noteworthy event or partnership
 - **Drive awareness** of a product or feature
3. **Who** is the audience for this piece? (Is it the same as your target customer?) What are their hot buttons/pain points? How can your service/product help solve this challenge?
4. **What** are the details that we want to communicate?
5. **Why** should the audience care? What can they gain from attending an event or purchasing a product or service?
6. **Where** is the event? (as applicable)
7. What are the **3 main points you want to convey** in this piece? (Typically, these should be benefits to your audience)
8. **What's the Call to Action (CTA)?** What do you want to audience to do after reading this content? (i.e. register for an event, listen to a webinar, read a white paper, etc.)

Let's chat about your content marketing goals! Contact me for a FREE consultation at Melissa.queenbee@gmail.com.