



Innovative Content Marketing Workbook

Definition of Content Marketing:

Content marketing is any time you're communicating with your audience with the intention of creating a relationship that will result in a sale.

How are you already using content marketing in your business?

Why are you creating content for your reader? What do you want them to get out of it?

Why are you blogging for your business? What's your big overall business goal with your blog? (Be specific: use numbers when possible.)

What's your most immediate business goal for your blog? (Be specific!)

Additional reading if you want to go deeper:

- [The Only Thing You Need to Know About Content Marketing](#)
- [Demystifying Content Marketing](#)
- [The Hierarchy of Audiences](#)
- [GOAL! The First Step in a Content Marketing Strategy](#)



Blue Ocean Strategy

Think about your main competition for your audience's attention. Maybe that's actually a direct competitor, someone who does the same thing you do. Or maybe it's someone even bigger. For example, a life coach might know that their ideal customer watches Oprah's Super Soul Sunday, so they could even put Oprah on the chart.

Then look at what your competition does, and how you can do it differently.

You

Your Competition



What is your competition doing?

What are other industries doing that your competition isn't?

How can you be different?

Checklist for Innovative Content:

Go through this checklist when you have a BIG IDEA to help determine if it is a good idea to pursue.

- Will this help you reach your goals, or is it a distraction?
- Will this content give value to your readers?
 - Is it overdone? (Use Google to research.) Could you put a new twist on it?
 - Do you have something unique to say about it?
 - Is it useful?
 - Is it relevant?
 - Does it matter to your ideal reader? Will it improve their life in some way or solve a problem?
- Is it presenting a common tactic in an uncommon way or place / presenting an uncommon tactic in a common way or place?
- How can you improve on this idea?
 - Will additional information help?
 - Will visual elements help? Video? Infographics? Experts?
 - Does it relate to current news or pop culture events?
 - Does it relate to another trending topic, or shed light on a trending topic?
- What is your business objective with this piece?
- [How will it support your sales cycles?](#)



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Interested in learning more about how to work with me to create a bespoke, done-for-you content marketing strategy that converts? Visit

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