

Content Creation Worksheet

Use this worksheet to help plan out the content you'll use for promoting for your new product.

Product Name: _____

Tentative Launch Date: _____

The main problem this product solves:

What types of blog posts would be appropriate for this product promotion?

Product announcement, why you decided to create this product, tutorial on using the product, etc.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What types of social media posts will you need for launch?

Story about the problem the product will solve (to get them thinking about the issue), why you do what you do, etc.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Which types of sharables would work well with this product?

Checklists, Listicles, Graphics, Tutorials, etc.don't forget things you'll need for your affiliates!

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

How many emails will you need for promotion?

10 days of pre-launch, 5 days for launch, 6 days for follow up, upsell emails, emails for affiliates to use, etc.

_____	_____
_____	_____
_____	_____
_____	_____

What infographics would work well to help promote this product?

Comparisons, purchase options, before & after, facts & data, etc.

What types of social graphics could you use to promote this product?

Collage, screenshots, images that represent ____, memes, etc.

3 types of videos that could work for this promotion

Q&A, Demo, etc.

3 types of audio that could work for this promotion

Interviews, FAQ, etc.

Presentations / Slide Decks you could use for promotion

Comparison, demonstration, etc.

3 types of advertising that might work best for this product (be specific)

Facebook, Mobile Ads, Retargeting Ads, etc.

Case studies you could create to promote this product OR could create during/shortly after launch that would keep interest and sales up after launch.
