

Week One - Worksheet Two

Content Treasure Hunt

Do you already have any of the following ?

(Tick all that apply)

<input type="checkbox"/>	A website (if it has any of the below, tick those boxes too)
<input type="checkbox"/>	An FAQ page
<input type="checkbox"/>	A Blog page
<input type="checkbox"/>	Detailed descriptions of what you, do, or your products
<input type="checkbox"/>	Videos where you talk about your product or service in detail, or overview
<input type="checkbox"/>	Pictures related to your work
<input type="checkbox"/>	Diagrams related to your work
<input type="checkbox"/>	Infographics related to your work

Write notes about where the master copies of the files for that content are – do you have them all, or would you need to chase them / recreate them ?

	Marketing / visibility material
	Facebook page posts
	Facebook Group posts
	Instagram posts
	Pinterest posts (especially infographics)
	Brochures
	Guest Blog Posts that you have done for other sites
	Magazine articles (by you or about you)
	Media articles / recordings / videos of you / about your business
	Reviews of your written material, courses, business etc from review sites or other locations

Write notes about where the master copies of the files for that content are – do you have them all, or would you need to chase them / recreate them ?

Something else, not listed anywhere above, that you have, and now think would be useful. (write a list below)

Now – go back and look at the ones that you have ticked – which ones contain information that is directly related to the topic that you have chosen ? Put a highlighter on those ones, so you know where you are going to go to find the start of your product content.