

Week One - Worksheet Two Content Treasure Hunt

| Do yo | ou already have any of the following ? | |
|---------|--|-------------|
| (Tick a | all that apply) | |
| | | |
| | A website (if it has any of the below, tick those boxes too) | |
| | An FAQ page | |
| | A Blog page | |
| | Detailed descriptions of what you, do, or your products | |
| | Videos where you talk about your product or service in detail, or overview | |
| | Pictures related to your work | |
| | Diagrams related to your work | |
| | Infographics related to your work | |
| | e notes about where the master copies of the files for that content are – do you have d you need to chase them / recreate them ? | them all, o |
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| | Courses that you have created | |
| | Course notes on specific topics | |
| | Powerpoint slide decks on specific topics | |
| | Course worksheets | |
| | Webinar recordings | |
| | Sound recordings (either of you delivering the course, or as part of it) | |
| | Videos that are part of the course | |
| | Videos of you delivering the course (if it's a live workshop, for example) | |
| would | d you need to chase them / recreate them ? | |
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| Business admin documents | |
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| Process or procedure documents for how to do the things that you do for peop | ple |
| Archived emails where you have explained to customers, in detail, some asped | ct of what you |
| Quotes for customers where you have laid out a process, or a service in great of | detail |
| Reports that you have written for a client, as part of delivering a service, w generalised as a template, or 'sanitised' of their real names as a case study. | hich could be |
| Testimonials from customers (emails, letters, videos, thank you notes etc, etc) | |
| An 'ideas file' or other notebook where you write down memory joggers for yo | ourself |
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| Reports, white papers, booklets, books that you have written / had written about your aspects of the services that you provide. Sound recordings (meditation tracks, podcasts | |
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| Reports | |
| White papers / technical documents | |
| Booklets | |
| Books | |
| Meditation or focus / subliminal recordings | |
| Podcasts | |
| Recorded interviews | |
| te notes about where the master copies of the files for that content are – do you have alld you need to chase them / recreate them ? | them all, c |
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| ıvıark | eting / visibility material | | | |
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| | 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 | | | | |
| | about where the master copies of the files for that content are – do you have ther eed to chase them / recreate them ? | | | |
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| the topic that y | the topic that you have chose | the topic that you have chosen? Put a highlighter on th | back and look at the ones that you have ticked – which ones contain in the topic that you have chosen ? Put a highlighter on those ones, so to find the start of your product content. |