



activate

Does your content marketing strategy need CPR?

**Then here's how you can turn your big idea
into a cash-generating machine...**

The Content Planning Roadmap

A simple 6-step idea development questionnaire, specifically designed for:

- Product and course creators
 - Social media influencers
 - Service providers
 - Video producers
 - Info-marketers
 - Webinar hosts
 - Podcasters
 - Bloggers
 - Authors
- ...And other education-based or personal brand thought leaders

The 6 simple questions for your marketing CPR:

1. **Illustration** – What story can we use to illustrate the main point of the article/webinar/video/book?
2. **Emotion** – What do you want your audience (listener/reader/viewer) to feel? What is the tone of your content?
3. **Information** – What do you want your audience to know?
4. **Objection** - What might hold them back from believing this?
5. **Validation** – How can you prove it?
6. **Application** – What do you want the audience to do?

Activate Your Advertising Today!

JoshuaLeeHenry@ActivateMyAdvertising.com