FREE CHAPTER 8 WORKSHEET

Content-with-a-Job Planner

Define the business outcome and the customer need. Type in the fields or print and write.

1 Business outcome

Content idea or working title

Relevant service or product

Desired business result

What would make this page worth creating or improving?

2 Customer and search need

Intended audience

Question or problem to address

Likely search intent
Learn / Compare / Evaluate / Request or buy

Stage of decision
Early research / Active comparison / Ready to act

What does this person need before taking the next step?

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Content-with-a-Job Planner

Assign one primary job, then plan the answer and evidence it needs.

3 The content's job

Primary job

Attract / Explain / Compare / Prove / Convert

One-sentence job statement

Help [audience] do [specific thing] so they can [next step].

Choose one main job. Other benefits can support it.

4 Answer and evidence

Essential answer or information

Supporting proof

Questions or proof still to gather

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Content-with-a-Job Planner

Connect the page to a next action, then decide when to do the work.

5 Conversion path

Primary next action

Destination page or contact method

Relevant internal links

6 Priority and measurement

Revenue potential
High / Medium / Low

Effort to complete
Low / Medium / High

Confidence in opportunity
High / Medium / Low

Outcome to measure

Owner

Target completion date
YYYY-MM-DD

First improvement to make and why