

Worksheet for Choosing the Right Topics

Choosing the right topics to focus your content on can feel overwhelming. To streamline the process, let's review effective techniques for finding relevant topics.

Source of Topics Techniques to identify topics that align with your organization and its customer base	Topic Ideas List the concepts that come to mind initially and after conducting research. This is a place to brainstorm topics worth covering.
Relevant to the Company: No matter what topics you're considering they must be related to your organization's expertise or the product or service you are offering.	<ul style="list-style-type: none">• _____• _____• _____• _____
Reference Customer Personas: Identify the challenges each of these customers are faced with to inform what's worth covering.	<ul style="list-style-type: none">• _____• _____• _____• _____
Customer Feedback: Paying attention to patterns in the questions and outreach you receive from your customers.	<ul style="list-style-type: none">• _____• _____• _____• _____
Review Analytics: Analyze behavioral data about your customer's content-related activities through an analytics tool, CRM, or POS system.	<ul style="list-style-type: none">• _____• _____• _____• _____
Find Coverage Gaps: This is less about keeping tabs on competitors and more about finding the gaps in what's already been covered by googling a topic you've been considering or searching on social media.	<ul style="list-style-type: none">• _____• _____• _____• _____