**What’s your goal?**

What are you trying to move in the world or shift in your audience?

Draft here



**Tip:** Try to get to get to one succinct goal. If listing more than one keep them rank order.

**Audience**

Who are you trying to reach.

Draft here



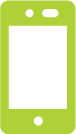
**Tip:** Be as specific as possible. Not everyone you interact with just the who for this content.

**Audience Engagement**

How are you trying to engage? Is it to make an ask, to inform/educate, or to offer an opportunity

Draft here

**What’s your Medium/s?**

****

Draft here



**Tip:** Content should be tailored by medium not just a shorter version of the longest form.

**Content ideas & Drafts**

Draft out some ideas on how you might create content.

Draft here

**Timing**

Are there external events you need to consider? 

Draft here



**Tip:** Think about how you ride larger external conversations or must overcome them.

**Timing Connection**

Can you detail or sketch where in your matrix, ladder, or pathway of engagement they maybe in connection to you?

Draft here



**Tip:** Try to get to get to one succinct goal. If listing more than one keep them rank order.