

WORKSHEET 2: MAKING A PLAN

Making
a plan

Here's a worksheet to help you cover the basics in making sure your website content is going to appeal to the right people.

YOUR CUSTOMERS

You've already built up some specific personas/avatars and you feel you personally know your customers. However, you also need to think about anyone else who you may need to communicate with. For example, if you have a persona/avatar that's specific to women with young children, you also need to think about the umbrella groups or organisations she might be involved with. Those groups might also be part of your target market.

Using the example of women with young children, you may also want to target:

- Primary schools
- Preschools, kindergartens, day care centres, play centres
- Preschool health carers (e.g. Plunket)
- Parenting organisations
- Churches
- Children's activity/sports groups

Worksheet: Fill this out for your customers

Prompt	Audience
General descriptor e.g. gender, age range	E.g. women 25-35 years, two children, on a budget

Ethnicity (<i>cultural considerations may help you shape your imagery, messaging and content</i>)	
Geographic area <i>e.g. specific suburb, city, region, country, global</i>	
Connections <i>e.g. clubs, groups or organisations they may belong to or turn to for advice/information</i>	

Keeping these details in mind will help you to shape your key messages and the content for your website.

OBJECTIVES

What are you trying to achieve with your website, and how will you know if you've achieved it? Keep your objectives realistic and achievable.

For example, do you want to:

- *Grow your business?*
- *Attract more clients?*
- *Engage with your customers?*
- *Raise your profile nationally/internationally?*
- *Be seen as an industry leader – the go-to business for speaking at conferences, etc?*
- *Change the way you are perceived within your industry or sector?*

example

If you set yourself some objectives you'll be more likely to create the right kind of content for your website and much more likely to achieve your objectives.



What are your objectives?



How will you measure your objectives?

KEY MESSAGES

What are the top three to five messages you want people to remember? These messages will be woven through your website content to give you that consistent professional feel that you're after.

Key messages are sentences, not advertising straplines or slogans (like just do it, or finger lickin' good). If you have more than one type of customer, you might need some generic messages relevant to everyone and some specific targeted messages as well.

If you're feeling a bit stuck, think about the 'what?', 'why?' and 'when?' questions to get you started.



What are your general messages?



What are your secondary (or targeted) messages?
