

# brainstorming

## WORKSHEET 4: BRAINSTORMING YOUR CONTENT

*your*

**content**

### **A brainstorm for one is like drinking a glass of wine on your own – it's fine, but better with company!**

This brainstorm worksheet is designed to help you start gathering your content. If you can get a couple of people together to bounce ideas off – great. If not, fire away on your own and maybe flick your thoughts past someone later. They may have some great ideas that you forgot to include.

It's always hard to think up your own content, so pick the brains of those around you.

Work your way through these conversation starters to begin developing your content.

#### **1 Why did you start the business?**

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#### **2 What's unique about you or what you do?**

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#### **3 Why should people use your services or buy your products?**

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**Have you received any awards, accolades or endorsements?**

If so, what are they and how do they relate to your business?

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**What are you proud of?**

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**Products**

What are you selling?

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How are they made?

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What's special about them?

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Are there any product groupings or themes?

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How can people order them?

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Are there any 'frequently asked questions' (FAQs) you need to include to help people make their buying decisions?

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## 7 Services

What do you offer?

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What is your experience in offering this service, or what credentials do you have?

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Are there services that group together? Themes?

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Is there a process you use to deliver the service?

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How do you work together with your customers?

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What can people expect when they work with you?

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How can someone engage your services?

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## Blog – think up some blog topics to get you started

What are the problems your customers have and how can you solve them?

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Think about titles like:

- Top tips for...
- 10 ways to...
- Three quick steps to...

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Ask your customers what they need help with or want to know, then write an answering blog.

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**9****Imagery**

What type of imagery is relevant to your business?

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What resonates with your customers?

(Think colour, energy, corporate, nature, etc.)

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Are you adopting a theme? (E.g. black and white, retro, nature.)

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Do you already have some photos that have been taken for you?

(Do you own the copyright?)

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If you want to use stock photos, check out some of the free sites and see what suits. (Make sure you check the licenses so that you can use the images on your website and promotional materials.)

Some of our favourite free sites are:

- [unsplash.com](https://unsplash.com)
  - [pexels.com](https://pexels.com)
  - [pixabay.com](https://pixabay.com)
  - [morguefile.com](https://morguefile.com)
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If you can't find what you want on the free sites, there are plenty of 'pay for use' stock photo sites around (again, make sure you check out the licenses and what you can and can't use the photos for):

- [istockphoto.com](https://istockphoto.com)
  - [shutterstock.com](https://shutterstock.com)
  - [dreamstime.com](https://dreamstime.com)
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**The perfect recipe for creating awesome web content**

This worksheet gives you a taster of what's in our book. You can get your copy today – download it here.