Exercise: Module 2 – Set Goals to Set Content Priorities

1. Pick your top three goals

1	
2	
3	

2. Pick your focus for product or service and topic areas (what you want to be known for)

Your Focus

3. Identify where you'll focus your time for each of the core content areas based on your goals. How will each type of content impact your goals?

Content Area Focus	Impact on Goals
Awareness	
Lead Generation	
Paid Content	
Relationship Content	

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