



Exercise: Module 2 - Attract Your Customers with Expert Content

1. Write down your goal(s) for your content over the next 3 months.





2. To help you achieve these goals:

What types of content will you use?	
How much?	
How will you track success?	





<p>Which channels will you use?</p>	
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3. Conduct keyword research

<p>Identify better keywords for your current content</p>	
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Find high-performing keywords for new content	
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4. Complete the separate Content Planner template.
5. Choose 3 quick and 1 longer tactic which make the most sense to your audience and your business. Write down:
 - a. Why you chose each tactic
 - b. What your goal is for results

Tactic	Reason	Goal
Quick 1:		





Quick 2:		
Quick 3:		
Long 1:		

