CHAPTER 5 EXERCISE

Build Your Content Triangle

This exercise has three parts. Complete them in order. The output is a working content map that you can begin executing immediately after Chapter 6 gives you the distribution layer to pair it with.

Part 1: Your Ten Pillar Ideas. List the ten questions your target customer is most persistently asking that sit within your positioning territory. These are your pillar candidates. Apply the two filters from this chapter and identify the five you will build first, ranked by priority.

Part 2: Your Derivative Map. Take your top three pillar ideas and list five derivative pieces you will produce from each one. Specify the format for each derivative piece and the platform it will be distributed on.

Part 3: Your Content Calendar Skeleton. Map your top five pillar pieces across the next twelve months, one per month for the first five months. Add the derivative production schedule for the first pillar piece. Block the time in your actual calendar before you move on to Chapter 6.

Your capture system: describe the specific low-friction mechanism you will use to capture content-worthy moments as they happen during your regular work week.

Apply the compounding test to the last three pieces of content you published. Did they pass all four questions? What would you change about them now?