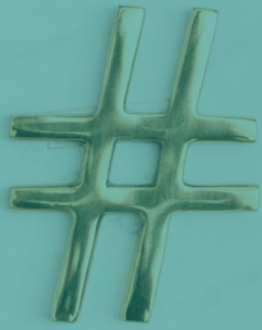


*Content Comeback* YOUR

WORKSHOP COMPANION  
WORKBOOK



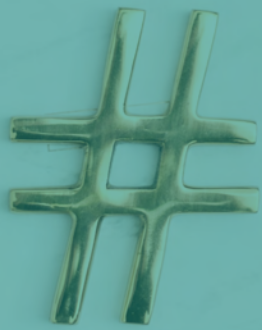
# YOUR CONTENT COMEBACK WORKSHOP WORKBOOK

USE THESE WORKSHEETS TO CAPTURE AHA MOMENTS, IDEAS & INSPIRATION!

## 5 CORE REASONS FOR MARKETING

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## Extra Notes



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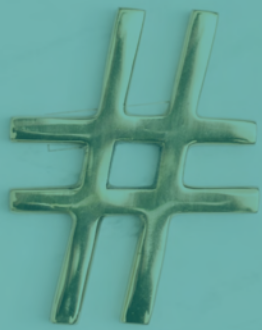
USE THESE WORKSHEETS TO CAPTURE AHA MOMENTS, IDEAS & INSPIRATION!

## 3 STAGES OF A FOUNDATIONAL CONTENT PLAN



## 3 CORE ELEMENTS OF A FOUNDATIONAL CONTENT PLAN





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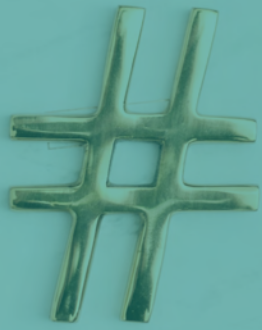
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## CONTENT THAT CONVERTS...



## TOP CHALLENGES OF THE ONLINE BUYER



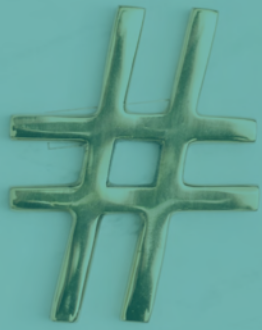


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## BEST PRACTICES FOR CREATING CONTENT ONLINE



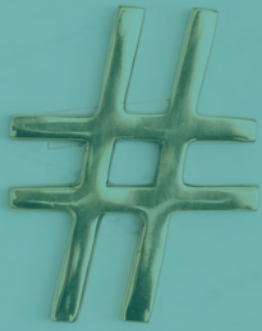


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USE THESE WORKSHEETS TO CAPTURE AHA MOMENTS, IDEAS & INSPIRATION!

TRENDING CONTENT STRATEGIES THAT KEEP YOU COMING BACK...

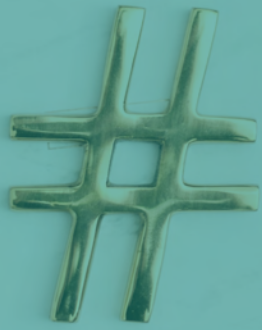




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3 MORE ways to AMPLIFY YOUR CONTENT EFFORTS

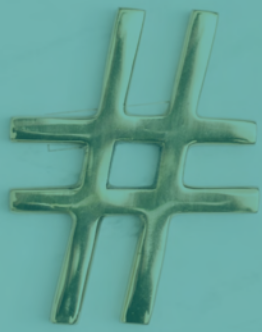


# YOUR CONTENT COMEBACK WORKSHOP WORKBOOK

USE THESE WORKSHEETS TO CAPTURE AHA MOMENTS, IDEAS & INSPIRATION!

## ACTIVATING THE CONTENT MARRKETING SCORECARD





# YOUR CONTENT COMEBACK WORKSHOP WORKBOOK

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The POWER OF ASK, PROVIDE, GUIDE

4 KEY METRICS OF YOUR MARKETING EFFORTS

9 B's OF ENGAGEMENT

# Are you ready to *Amplify?*

Leigh's Book: Ready To Amplify:

<http://www.leighfowler.com/book>

Leigh's Facebook Group: [Confident Content Creator Club](#)

Want to CHAT about your upcoming marketing goals? Book a complimentary strategy chat with Leigh Fowler to help navigate your next steps.

