

Two question frameworks for better content

Content strategy questions

Before you start working on your content strategy, ask yourself these questions. Then follow them up with client interviews to validate your own insights.

Your business journey

- Was there a problem or challenge in your life eased by starting your own business?
- What internal struggles were you having? How was that impacting you day to day?
- Was there a catalyst that sparked change? An event, or a conversation?
- Have you had an influential guide / guides?
- What was your vision for your business when you started out?
- How has that evolved and changed?
- What have your biggest wins been? What about learnings?
- Can you clearly define your business purpose?
- Does that purpose align with your day-to-day business activities?
- What about your values? Are you clear on them? Are you living them?

Where do you want to go?

- Where do you see yourself five years from now?
- Is it different to where you are now? Why?
- What challenges could stop you getting there?

Who are your ideal clients?

- Why do you dig them? How did they become your ideal client?
- What problems do you solve for them?
- What value do you add to their lives?
- How do they find you?

Walk through each of your services.

- Who is the product / service for?
- What problems do you solve with this service? Why is this problem a big deal?
- What results do you deliver and what benefits do you offer your client?
- What process do you work through when you deliver this service?
- What do your clients say about this service?
- What FAQs and objections do you get about this service?

Why you - what makes you special?

- Why do you think people choose you? What allows them to trust you and connect with you?
- Have you matched your offer with what your clients need most? Can you build in more value?
- Who are you competing with? What are they doing in the content space?
- Who do you admire? What are they doing in the content space?

Content brainstorm

- Brainstorm ways to teach your ideal clients to fix the problems you fix for free.
- What resources do you already have in your business toolkit that could be repurposed or repackaged to be tools for your clients?

Case study / client interview questions

If you're writing a case study, ask both sets of questions, then weave the answers together into a narrative that covers problem, solution, outcomes, learnings, and results.

If you're simply interviewing your clients for client language and insights into where you add value then analyse your interview results, and break them into:

- How people found you.
- Why people chose you.
- Questions they had about your offer.
- Their pain points and frustrations.
- Their aspirations and desires.
- Value you added, things you could improve.
- Content /service opportunities that emerge.

QUESTIONS TO ASK YOURSELF	QUESTIONS TO ASK YOUR CLIENT
<p>Why did the client approach you?</p> <ul style="list-style-type: none"> • How would you describe the challenge they were facing? <p>How did the project go?</p> <ul style="list-style-type: none"> • Key milestones? • Challenges? <p>What results did you deliver?</p> <ul style="list-style-type: none"> • How did the client feel about the end results? • What positive feedback did you get? • Any constructive feedback? <p>Learnings</p> <ul style="list-style-type: none"> • What are the most valuable learnings to share from this project? <p>Takeaway</p> <ul style="list-style-type: none"> • What's the key takeaway you want people to have from this case study? • What's your CTA? 	<p>Before project</p> <ul style="list-style-type: none"> • What challenge led you to look for a consultant offering the services I offer? • What did you want to achieve? What did success look like for you? • How did you hear of me? • Why did you approach me? • Did you consider other consultants? Why did you choose me over them? • Did you have questions you needed answers to before you worked with me? • How were you feeling before the project started? <p>During project</p> <ul style="list-style-type: none"> • How did the project go? • What were the key milestones for you? • Were there any difficult bits? • What did you learn? • Where did I add most value? • What could I do better? <p>After project complete</p> <ul style="list-style-type: none"> • Was the project a success for you? • Can you share some of the results? • If someone were on the fence about working with me, what would you say to them?