

# Plan and Share Your Content: Unfold Your Story

The Center Strategy can help **unfold your story.**

## 1. Your Purpose

Map out your unique message, goals, objectives, differentiation, and buyer behaviors you wish to focus on.

## 2. Ideal Customers

Create and examine your ideal buyer personas, their challenges and their desires. Observe their behaviors on-line to find out what they're searching for and where. Discover what content they prefer and use.

## 3. Challenges

Map out the top challenges, questions, and desires for each buyer persona to their behaviors—un-aware, searching, considering, and deciding—along the process.

## 4. Solutions

Map out topics to solve the major challenges and answer buyers' questions. Include content types that would be most effective. Map out places to share your content to get the most visibility.

## 5. Content

Look at your existing content. See what solutions you already have for your buyers' top challenges and answer their questions. Determine what can be repackaged. Then see what content is missing.

## 6. Story Guide

To guide buyers through your story and grow your audience, add calls to action in all your content. Then you can choose relevant topics and new content types that need to be created.

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