

Content System

Create content with a clear purpose.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:
Content is not something you post because a platform needs filling. Strategy -> Content -> Distribution -> Conversion.
Instead of asking: "What should we post today, and how often should we post?" -> Ask: "Who is this content for, what must they understand, and what do they need?"

01 Content Strategy & Purpose

Define the job content must do for the business before creating a calendar.

1. Business Objective of Content How does content support traffic, trust, lead generation, or sales for this business? 	2. Target Audience & Core Questions Who is this content for, and what are they confused, skeptical, or curious about?
3. Desired Belief Shift From believing [old assumption] -> to understanding [new perspective]. 	4. Primary Conversion Bridge Where does engaged attention go? (e.g., Free diagnosis, guide download, consultation)

02 Core Content Pillars

Choose 3 to 4 foundational themes the brand should consistently own.

Content Pillar Name	Audience Problem Addressed	What It Teaches / Proves	Connection to Our Offer
Pillar 1 (Diagnosis)			
Pillar 2 (Education)			
Pillar 3 (Proof / Case)			
Pillar 4 (Decision/Offer)			

03 Content Journey & Format Mapping

Map content across the stages people move through before they act.

Journey Stage	Job of Content	Best Formats (Short/Long/SEO/Video)	Core Topic Ideas	Call to Action (Next Step)
1. Understand	Earn attention & name the problem			
2. Trust	Explain how & show real proof			
3. Decide	Answer objections & compare options			
4. Act	Prompt clear conversion step			

04 Distribution, Repurposing & Rhythm

Turn one strong idea into multiple assets and distribute where the audience actually spends time.

Hero Asset -> Repurposing Workflow
How does 1 deep guide/video become short-form posts, search articles, and email newsletters?

Primary Distribution Channels
Where will each format be published and promoted so the right people see it?

Sustainable Weekly Publishing Rhythm
What realistic cadence can the team sustain with high quality every week?

Content Analytics & Review Metric
How will we measure whether content is building trust and driving conversions?

Purposeful Content Checklist

- ☐ Every piece of content answers a real buyer question or shifts a specific belief.
- ☐ We balance short-form attention with long-form trust and search discoverability.
- ☐ Every content asset has a clear role in the journey and a sensible next step.
- ☐ AI tools (if used) support research and structure without replacing human judgement.