

Businesses Blogging Content Worksheet

Use this handy worksheet to map out the content for your products blog posts. Educational blogs posts are a great way to warm a cold audience and build authority and the relationship before the first point of contact.

Focused Product or Service:

Commonly asked questions about the product:

Neat features about the product/service:

Is there a cool story about how you started offering this?

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What problem is it solving?

What's the biggest objection to the sale?

What's something people should know about your product or their problem that don't?

Tips and tricks you can share about this topic?