

Blog Content 101

Your Startup has solution called X. Use this template to help guide your content marketing.

1. The Problem.

Describe the problem that X solves?	
How bad/widespread is this problem?	
What happens when people/organisations don't fix the problem?	

2. Who is X for?

Who is affected by this problem?	
Tell the story of a real/fictitious person	
How has X helped them?	

3. What is it? [how does X solve the problem?]

How did X get developed?	
Who is behind X?	
How does it work?	

4. Why is it better or different? [comparison/how you fill a gap]

Why is X different to the competition?	
What is X value proposition?	
How does X fill a gap in the market?	

5. How to get X

How do I get X?	
How do I use it?	