

THEY ASK YOU ANSWER

CONTENT COMPASS MANUAL

WHO

- Who are they?
- When are they asking this question and why?
- If they were in front of you right now, how would they be acting?
- Fill in the blank:
 - “I feel _____ because _____.”
 - “I feel _____ because _____.”
 - “I feel _____ because _____.”
- Based on their answers, what do they need from you emotionally?

WHAT

- What are their initial questions?
- What are their follow-up questions, typically?
- What objections will they have to your answers?
- Finish this sentence, in their words. “Bottom line, here’s exactly what I need to know from you...”

THEY ASK YOU ANSWER

CONTENT COMPASS MANUAL

WHY

- What do you bring to the table in terms of your experience?
- Can you relate to how your audience is feeling? If so, why?
- Are there any specific anecdotes that come to mind?
- Bottom line, why should someone listen to you?

HOW

Roughly sketch out the “table of contents” of your content below. Unify your WHO, WHAT, and WHY so you are going to create a killer answer for your audience. Remember, it’s not a deep outline; just an overview of the different beats of what you’ll cover and (loosely) in what order.