

# Content Strategy Worksheet

*Be sure to check out [Blubrry.com](http://Blubrry.com) for more podcaster resources.*

## People

*Who is your ideal audience member? What are their daily trials and triumphs? How would consuming your podcast help them?*

## Objectives

*What's your 5 year goal? Make it big, measurable, and scary. Now, break it down into 3 year goals. And break those down into 1 year goals. Break those down into 3 month, one month, and one week goals.*

## Strategies

*Generally, what is the best path toward achieving those objectives you just defined? Leverage partnerships? Social media campaigns? Romanticize your brand story? Create an enemy?*

## Tactics

*Generally, what is the best path toward achieving those objectives you just defined? Leverage partnerships? Social media campaigns? Romanticize your brand story? Create an enemy?*