



CMO Dojo

Content Engine Planner

CMO Problem #5

Hi, my name is **Marty Fisher**

Founder of Sherpa Marketing
and Creator of CMO Dojo.

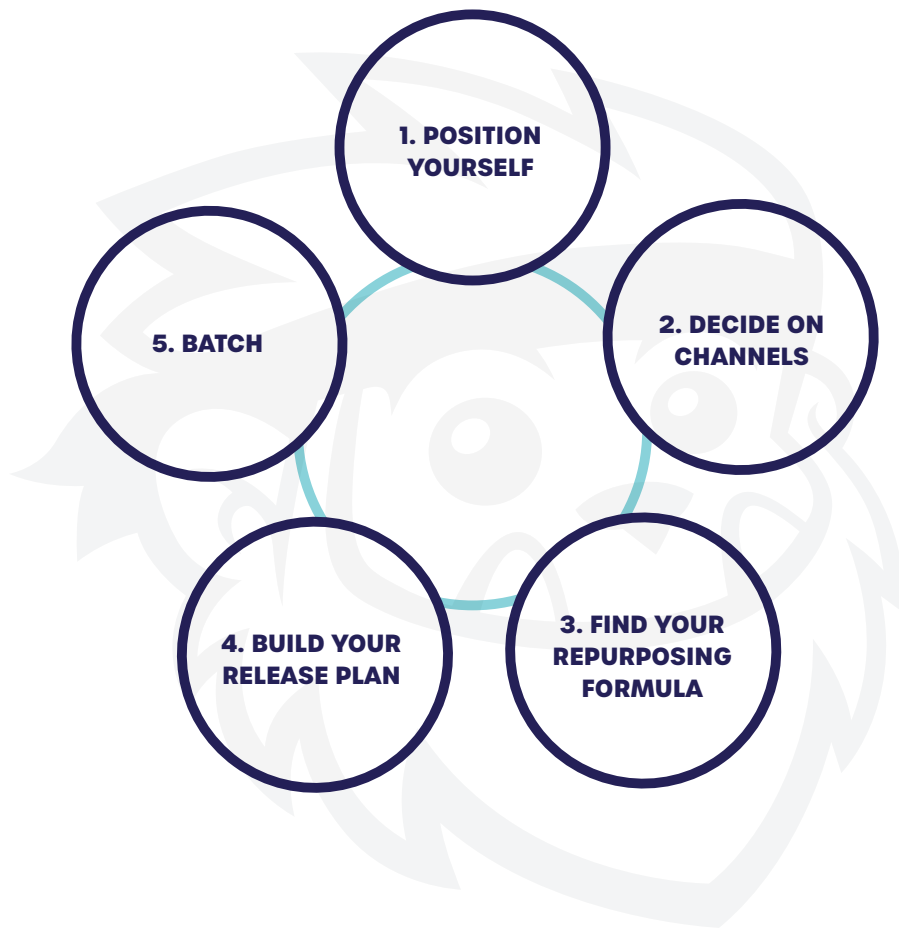


I help CMOs and marketing leaders that are stuck burning a ton of budget creating content that is having little or no tangible impact to build content engines that will drive qualified traffic and leads.

The **Content Engine Planner** will help your team figure out what kind of content to write that your customer will actually read and get it done 2-3x faster.

The end result... you'll spend less resources building content that will drive more qualified traffic and leads.





i Instructions:

Ask yourself about your audience.

Who They Are

What Do They Care About

What Keeps Them Up At Night

Topics I Can Teach

i Instructions:

Use the space below to brainstorm your list or circle the idea starters
Circle your top 3 or 4 max to start with INCLUDING your website.

Website

Facebook

Twitter

YouTube

Instagram

YouTube

i Instructions:

Use the space below to brainstorm your list or circle the idea starters.
Circle your top 3 or 4 max to start with INCLUDING your website.

Platform:

Format:

Platform:

Format:

Platform:

Format:

i Instructions:

Write down **ALL** the exact steps you need to take and who is responsible for taking them for getting your content created and pushed live. Be specific (who what when how, etc):

i Instructions:

First, list out your topics:

Topic 1:

Topic 2:

Topic 3:

Topic 4:

Topic 5:

Topic 6:

Topic 7:

Topic 8:

i Instructions:

Then build your schedule:

| Task (From Step 4) | Responsible | Deadline |
|--------------------|-------------|----------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |
| 11 | | |
| 12 | | |
| 13 | | |
| 14 | | |

Next Steps

The ROI of scanning this and then dumping it into a folder on your computer for “future reference” is zero.

If your content isn't generating you qualified leads, then I want you to COMMIT to taking action on this.

This could easily be the best use of a few hours that your department spends this year.

Your content is the long-term, sustainable lifeblood of your business... and you can't afford NOT to invest in it.

If you're a CMO or Marketing Director and you'd like my help personally to build a world-class marketing department and crush your targets this quarter, [book a FREE Strategy Session](#) now.

My team or I will hop on a call and figure out the **#1 thing** you need to close the gap.

BOOK A CALL

sherpamarketing.ca/strategy-session





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