

# Content Quality Planner

## What Makes Your Content Great?

### Education

Five things you can teach people

- 1.
- 2.
- 3.
- 4
- 5.

### Empathy

Five problems you can understand

- 1.
- 2.
- 3.
- 4
- 5.

### Entertainment

Five qualities you have

- 1.
- 2.
- 3.
- 4
- 5.

# Example: Content Quality Planner

## What Makes Your Content Great?

### Education

#### Five things you can teach people

1. How to write a content plan
2. How to design content templates
3. How to use Facebook adverts
4. How to create video content
5. How to hire freelancers

### Empathy

#### Five problems you can understand

1. That planning content is difficult
2. That content creation can become expensive
3. It's difficult to be consistent with content
4. It can be hard to come up with good ideas for new content
5. It is difficult to know how to create conversations online

### Entertainment

#### Five qualities you have

1. I laugh and smile
2. I ask a lot of questions
3. I find out what people have tried already
4. I never TELL people what to do
5. I believe every problem can be solved.