

Content Structure Canvas

Goal My desired (business) outcomes; the things I am trying to achieve with my content	Target group My readers / viewers / listeners; the people I am trying to affect and set in motion with my content	Topic The tangible, concrete, and specific subject of my content
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Before
The current perception of my target group;
What do they currently know, feel, and do?

Preparation What do I need to explain first, in order for my target group to be able to understand my story?	My point The moment in my story where it clicks for my target group: "Ah, that's what you mean!"	Conclusion The end of my story and next step for my target group
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After
The desired perception of my target group;
What do I want them to know, feel, and do?

