

# "Rapid Content Creation"

Print a copy of this questionnaire for each of the questions or problems of your target audience that you wish to solve in your product. You can also use this process of content creation for your marketing, for instance when creating free content to attract leads.

When filling out this questionnaire, limit yourself to just some short keywords or bullets. Later, when dictating your ebook or recording your video, all you need to do is look at your bullets and you'll be able to talk about it freely. No script necessary.

## I. The Question/Problem

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## II. Your Solution

For each of the following four steps, write down three core ideas.

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### 1. WHY is this important?

This is the part where you'll explain the purpose of your solution. So write down the three main reasons why they need this solution. You can also include examples of where the problem typically occurs.

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## 2. WHAT is the theory behind the problem?

This is the part where you'll explain the theory behind the problem and its solution. Again, write down the three main ideas that answer this question.

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## 3. HOW do I solve it?

This is the part where you'll explain the specific action steps of your solution. Ideally, you'll break it down into three steps. If your solution has four steps, that'll be fine, too. In that case, you might want to think about creating an acronym (example: "AIDA", which stands for the milestones a marketer has to fulfill when advertising a product - Attention, Interest, Desire and Action).

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## 4. WHAT IF I apply it

This is the part where you'll explain the benefits of your solution. You want to give three examples for why your prospect is now better off than he was before applying the solution.

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