A WORKBOOK

Content Map Workbook

From Your Why to Measurable Audience Signals

This workbook is designed to help you turn your message into a focused content system—not random posts. Its core job is to connect:

Why → **Goals/Destinations** → **Audience** → **Signals** → **Content**

Your content should do more than create attention. It should help the right people recognize themselves, trust your perspective, and move toward a meaningful destination: becoming a subscriber, booking you to speak, joining your community, buying an offer, or eventually reading your book.

Based on your current positioning, the central message is:

"I help gifted people start what they've been avoiding."

Francis Kiing
Brand Strategist & Podcast Producer

SECTION 1 OF 5

Start With Your Why

Your why is the idea underneath your offers, platforms, topics, and goals. It is the problem you are committed to helping people solve repeatedly.

Your core why statement

Complete this:

I help *who* _____ overcome *what they avoid* _____ so they can *outcome* _____.

EXAMPLE

I help gifted people who feel stuck in comfort, overthinking, or avoidance start the work, decision, project, or calling they have been postponing.

Why clarity matters

A clear why helps you decide:

- What content belongs in your brand.
- Which audience problems are worth discussing.
- What opportunities to say yes or no to.
- What you want to be known for.
- What proof and stories reinforce your message.
- What destinations your content should lead toward.

Without a why, content becomes a collection of disconnected topics.

With a why, every piece of content becomes evidence for one larger belief:

"Starting is often harder than succeeding. Many gifted people do not need more information—they need clarity, courage, and a structure for beginning."

Workbook exercise: Why filter

Use these prompts to sharpen your message.

PROMPT	YOUR ANSWER
What do people repeatedly avoid starting?	
What does avoidance look like in their daily life?	
What are they telling themselves instead of taking action?	
What is the cost of waiting another year?	
What becomes possible when they start?	
What do you believe that your audience needs to hear?	
What personal experience gives you the right to speak on this?	

Your one-sentence positioning statement

I help *who* _____ move from *current state* _____ to *desired state* _____ through *your method* _____.

EXAMPLE

I help gifted professionals, coaches, and creators move from avoidance and stalled ambition to visible, strategic action through content, clarity, and practical starting frameworks.

SECTION 2 OF 5

Define Your Destinations

A destination is the business or brand outcome content is designed to support. Content can have multiple destinations, but each piece should have one primary destination.

The content source identifies these as: YouTube toward 10,000 subscribers, speaking opportunities, and a book.

DESTINATION	PRIMARY GOAL	MEASURABLE OUTCOMES	PRIMARY QUESTION CONTENT ANSWERS
Attention	Help the right people find you.	YouTube subscribers; qualified views from non-subscribers; search impressions; watch time and retention; comments showing self-recognition; newsletter sign-ups; book-club interest.	*"Why am I stuck, and what is the first thing I need to start?"*
Credibility	Make organizers, collaborators, and peers trust you can deliver value publicly.	Podcast/workshop/speaking invitations; referrals from hosts; stronger testimonials; case-study engagement; peer shares; partnerships.	*"Can this person teach, lead, communicate, and create a transformation for an audience?"*
Authority	Build a body of ideas people associate with you.	Book-club retention; newsletter replies; DMs asking about the book/program; unprompted shares; audience adopting your language; demand for deeper teaching.	*"Does this person have an original point of view worth following, studying, and sharing?"*

Workbook exercise: Destination mapping

Fill this out for each of your three destinations.

DESTINATION	BUSINESS OUTCOME	AUDIENCE ACTION	CONTENT PROOF NEEDED	MAIN KPI
Attention				
Credibility				
Authority				

SECTION 3 OF 5

Map the Audience

Do not begin with demographics alone. Begin with the moment your audience is living through.

Your audience is not simply “coaches,” “creators,” “entrepreneurs,” or “professionals.” Your audience is a person with a specific tension.

The audience tension map

Identify each area for your own audience.

AREA	WHAT TO IDENTIFY	YOUR ANSWER
Current identity	Who do they believe they are today?	
Desired identity	Who are they trying to become?	
Avoided next step	What have they delayed starting?	
Visible symptom	What can others see them struggling with?	
Private thought	What do they say to themselves when nobody is watching?	
Emotional cost	What does delay make them feel?	
Practical cost	What opportunities, revenue, reach, or relationships are being lost?	
Trigger moment	What event makes them finally search for help?	
Desired result	What would meaningful progress look like in 90 days?	

Example audience: established coaches not using YouTube strategically

The existing content map identifies a useful audience: established or seven-figure coaches who have an existing audience but have not started YouTube strategically. Their issue is not necessarily a lack of ability; it is the gap between the opportunity they see and the action they continue to delay.

Current identity	Successful coach with a proven offer and an existing audience
Desired identity	Recognized thought leader with an evergreen video platform
Avoided next step	Creating a consistent, strategic YouTube channel
Surface-level problem	“I don’t have time to make videos.”
Deeper problem	Fear of being a beginner again or creating content that does not perform
Cost of delay	Missed search traffic, lower authority, dependence on short-lived social content
Trigger	Seeing peers win through YouTube, being tired of inconsistent lead flow, wanting stronger authority
Desired result	A simple YouTube system that generates awareness and qualified leads

Workbook exercise: Build your core avatar

My primary audience is _____.

They are currently trying to _____.

They have delayed _____.

They tell themselves _____.

The real reason they have not started is _____.

If nothing changes, they risk _____.

They want to become _____.

I help them take the first step by _____.

SECTION 4 OF 5

Find Audience Signals

An audience signal is evidence that a real person is experiencing the problem you solve, is ready for your perspective, or is moving toward a desired action.

Signals are more valuable than vanity metrics because they show relevance, not just reach.

A post with 30,000 views may be less useful than a post with 400 views if the smaller post leads to five qualified conversations, a podcast invitation, and three people joining your book club.

Signal categories

SIGNAL TYPE	WHAT IT TELLS YOU	EXAMPLES
Search signals	What people are actively trying to solve	"How do I start YouTube?" "Why do I procrastinate on my business?"
Language signals	How they describe their own problem	"I know what to do, but I cannot make myself start."
Engagement signals	Whether your message caused recognition	Detailed comments, saves, shares, replies
Conversion signals	Whether content moved someone to act	Subscribes, opt-ins, applications, bookings
Credibility signals	Whether others trust your expertise	Invitations, testimonials, referrals, introductions
Authority signals	Whether people see your ideas as valuable	"You need to write a book," "I shared this with my team"
Cross-destination signals	Whether your ecosystem is working together	Viewer joins book club; podcast appearance produces a speaking lead

The material specifically recommends tracking comment quality, search impressions, viewer-to-subscriber conversion, inbound speaking opportunities, repeat invitations, testimonial specificity, book-club retention, idea-level engagement, and DMs asking when the book is coming.

What strong audience signals sound like

- *"This is exactly what I needed to hear."*
- *"I have been avoiding this for months."*
- *"How did you know this is what I have been doing?"*
- *"I sent this to my business partner."*
- *"Can you speak at our event?"*
- *"Do you have a framework or workshop for this?"*
- *"When is your book coming out?"*
- *"This gave me the push to finally start."*

Signal-strength scorecard

SCORE	MEANING
1	Passive attention: likes, short comments, low-intent views
2	Interest: saves, follows, repeat viewers
3	Recognition: detailed comments, DMs, audience sharing personal context
4	Intent: opt-ins, inquiries, invitations, referrals
5	Movement: purchase, booked speaking engagement, repeat invitation, community retention, audience advocacy

Workbook exercise: Build your signal bank

Log signals as you notice them.

SIGNAL OBSERVED	EXACT LANGUAGE USED	WHAT IT MAY MEAN	CONTENT THEME NEXT	DESTINATION

SECTION 5 OF 5

Turn Signals Into Content

The goal is to create content from evidence, not assumptions. Use this sequence:

Audience Signal → Insight → Point of View → Content Format → Next Action

Content map template

Fill this in for your next piece of content.

Audience signal	What did people search, say, ask, or do?
Hidden tension	What is really happening beneath the surface?
Your point of view	What do you believe they need to understand?
Content promise	What will this content help them see or do?
Primary destination	Attention, credibility, or authority
Best format	Video, short clip, carousel, case study, email, article, live session
Call to action	What should they do next?
Success signal	What would indicate the content worked?

Worked examples, by destination

ELEMENT	ATTENTION	CREDIBILITY	AUTHORITY
Audience signal	Coaches say they "do not have time" to start YouTube	Event organizers struggle to document conferences and turn them into ongoing content	Followers respond strongly to the concept of "the next start"
Hidden tension	They are afraid to look inexperienced on a new platform	They invest in events but fail to capture enough media to extend the event's impact	They believe they need certainty before they act
Point of view	The obstacle is not time—it is resistance to being a beginner again	A conference should create weeks or months of strategic content, not disappear after one weekend	Clarity often follows movement; it rarely arrives before action
Content promise	"Why successful coaches still avoid starting YouTube"	"How to document your conference so it generates content for 90 days"	"The Next Start: Why clarity comes after you begin"
Format	Searchable 8–15 minute YouTube video	Case study, stage clip, LinkedIn post, podcast interview	Newsletter, LinkedIn article, book-club discussion, book-documentation video
CTA	Subscribe for a practical YouTube lead-acquisition framework	Invite me to teach this framework or consult on your event-content plan	Join the book club or reply with the project you have been avoiding
Success signal	Strong search impressions, high retention, comments naming their own hesitation	Event organizer DMs, podcast invitations, speaking inquiries, referrals	Deep replies, recurring discussion, unprompted shares, book-related questions

The source recommends long-form YouTube teardown and breakdown videos for discoverability, plus Shorts/Reels, carousels, and live sessions for attention; and testing core book ideas in written long-form, documenting the writing process, hosting book-club conversations, and sharing in-progress thinking for authority.

WEEKLY RITUAL

Weekly Content Planning Page

Use this page every week before you create content.

This week's focus

The one audience problem I want to understand better is:

_____

The one belief I want my audience to reconsider is:

_____

The destination receiving the most focus this week is:

◯ Attention ◯ Credibility ◯ Authority

Weekly content plan

DAY	CONTENT IDEA	SIGNAL ADDRESSED	DESTINATION	FORMAT	CTA	RESULT TO TRACK
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Weekend						

Suggested operating rhythm

DAY	PRIMARY TASK
Monday	Review signals, choose content ideas, write hooks and outlines
Tuesday	Research examples, collect proof, prepare scripts or talking points
Wednesday	Record long-form video, short clips, podcast segments, or live content
Thursday	Create written assets: carousel, newsletter, LinkedIn post, case study
Friday	Edit, package, title, caption, and prepare thumbnails
Saturday	Review performance and capture audience language
Sunday	Schedule content and select next week’s signal priorities

MONTHLY RITUAL

Monthly Content Review

At the end of each month, do not ask only, “Which post got the most views?” Ask:

- What did my audience repeatedly say they are struggling with?
- Which content topic created the highest-quality comments?
- Which idea caused someone to subscribe, inquire, invite, or buy?
- Which format best supported each destination?
- What content brought people from one destination to another?
- What should become a recurring series, workshop, lead magnet, or future book chapter?
- What should I stop creating because it attracts attention but not the right people?

Monthly review scorecard

CATEGORY	WHAT TO MEASURE	THIS MONTH’S RESULT	LEARNING
Attention	Search impressions		
Attention	Non-subscriber to subscriber conversion		
Attention	Quality comments		
Credibility	Podcast or speaking invitations		
Credibility	Inbound vs. outbound opportunities		
Credibility	Testimonials and referrals		
Authority	Top-performing core idea		
Authority	Book-club or community retention		
Authority	Replies, DMs, unprompted shares		
Ecosystem	Cross-destination movement		

Cross-destination tracking

This is the most important advanced measurement question: which individual piece of content caused a person to move from one destination to another?

- A YouTube viewer joins your book club.

- A podcast guest appearance leads to an event invitation.
- A speaking clip leads someone to subscribe to your channel.
- A newsletter essay turns into a workshop inquiry.
- A book-club discussion reveals the core idea for a new offer.

When you can trace these paths, you know your content ecosystem is connected rather than operating as separate content buckets.

KEEP THIS VISIBLE

Your One-Page Content Map

Fill this out and keep it visible while planning.

My why	
My core audience	
Their avoided next start	
Their strongest pain point	
Their desired transformation	
My unique point of view	
Attention destination	
Credibility destination	
Authority destination	
Main audience signals to watch	
My three core content pillars	
My primary content platform	
My weekly publishing rhythm	
My highest-value next CTA	
The proof I need to create	

FINAL PRINCIPLE

Your content is not just about “showing up consistently.” It is about making each post answer one strategic question:

What does this teach me about my audience, and where does it move them next?

When your why is clear, your goals are defined, and your audience signals are tracked, your content becomes a compounding system. You are no longer simply posting. You are gathering proof, building authority, attracting aligned opportunities, and helping gifted people finally start what they have been avoiding.