



LITTLE KRIS CREATIVE

(Content Strategy Engine) Content Direction Quick Check Worksheet



Strategic thinking. Scrappy evolution.



GET CLEAR

Organize your thoughts
and ideas.



CLARIFY DIRECTION

Connect with what
truly matters.



TAKE ACTION

Identify your next
right step.



BUILD WITH CONFIDENCE

Move forward with focus
and intention.

CONTENT DIRECTION QUICK CHECK WORKSHEET

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A simple worksheet to see whether your content is supporting your business or simply keeping you busy.

Creating content can easily become another thing you're supposed to keep up with.

You post because it's Tuesday. You send an email because you haven't sent one lately. You save ideas because they sound interesting. Before long, you're creating plenty of content without being completely sure what any of it is supposed to accomplish.

This worksheet is a quick check of the direction behind your content.

You don't need a detailed content calendar or a perfectly mapped strategy to use it. You're simply looking for places where your content has a clear job and places where the direction may have gotten fuzzy.

1. Start With Your Business

Before looking at what you're creating, look at what your business needs from your content right now.

What is one business priority you're currently working toward?

Examples might include growing your email list, bringing attention to an offer, establishing your expertise, educating potential customers, or staying connected with your existing audience.

Does most of the content you're currently creating support that priority?

- ☐ Yes, clearly
- ☐ Some of it does
- ☐ I'm not sure
- ☐ Not really

What are you noticing?

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2. Check the Purpose

Think about the content you've created or planned recently.

For most pieces of content, can you answer:

Why am I creating this?

- ☐ Almost always
- ☐ Usually
- ☐ Sometimes
- ☐ Rarely

What do I want this content to help the reader understand, consider, or do?

- ☐ I usually know
- ☐ Sometimes I know
- ☐ I figure it out while creating
- ☐ I haven't really thought about it

Do different pieces of content have different jobs, or does everything tend to blend together?

3. Check the Connection

Good content doesn't have to sell something every time.

But it should connect to the larger work your business is doing.

How often can you see a clear connection between your content and one of these areas?

Your audience

Does the content address something your audience actually needs, wants, wonders about, or struggles with?

- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ I'm not sure

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Your offers

Does some of your content naturally connect people with the products, services, or resources you provide?

- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ I'm not sure

A next step

When appropriate, is there somewhere useful for the reader to go next?

- ☐ Usually
- ☐ Sometimes
- ☐ Rarely
- ☐ I'm not sure

Where does the connection feel the weakest?

4. Check for Posting Pressure

Sometimes the content itself isn't the problem.

The pressure surrounding it is.

Check any statements that sound familiar.

- ☐ I create something because I feel like I should post.
- ☐ I worry when I haven't posted for a while.
- ☐ I create content mainly to keep a platform active.
- ☐ I frequently change what I'm talking about based on what other people are doing.
- ☐ I collect more content ideas than I could realistically use.
- ☐ I feel pressure to be active on more channels than I can comfortably maintain.
- ☐ I sometimes create content without knowing why it matters to my business.

Which pressure affects your content decisions most often?

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5. Check Your Capacity

A content strategy only works if you can actually maintain it.

How does your current content workload feel?

- ☐ Comfortable
- ☐ Mostly manageable
- ☐ Frequently rushed
- ☐ Too much

Does your content plan fit the amount of time and energy you realistically have available?

- ☐ Yes
- ☐ Mostly
- ☐ Not consistently
- ☐ No

What part of content creation takes more from you than you'd like?

What are you maintaining primarily because you think you're supposed to?

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6. Look at the Pattern

Review your answers.

You're not looking for a perfect score.

You're looking for the place where your content direction starts to weaken.

Which statement sounds most like your current situation?

- ☐ I know what my business needs, but my content doesn't consistently support it.
- ☐ I create content regularly, but individual pieces don't always have a clear purpose.
- ☐ My content is useful, but it doesn't connect clearly to my offers or next steps.
- ☐ Posting pressure influences too many of my content decisions.
- ☐ My current approach requires more time or energy than I realistically have.
- ☐ I'm creating in several directions without a clear priority.
- ☐ My content direction is fairly clear, but there are a few areas I want to tighten.

Your Content Direction Check

The biggest thing I noticed:

The part of my content that feels clearest:

The part that needs more direction:

One content decision I should reconsider:

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What's Next?

You don't necessarily need more content.

You may need clearer decisions about what your content is supposed to do.

The **Content Strategy Engine, Studio Edition** helps you work through those decisions and build a content strategy around your business priorities, audience, offers, available capacity, and the role your content needs to play.

Instead of giving you another pile of content ideas, it helps you determine what deserves your attention, what connects to the business you're building, and what you can stop creating simply because you feel like you should.

Explore the Content Strategy Engine →

<https://littlekriscreative.com/content-strategy-engine>

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Human-led AI tools and systems for clearer business decisions.

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