



3 Steps to Build Your Content Development Strategy

by Laura Woodworth

Each type of media has its nuances, whether it's print or digital, audio, visual or virtual reality!

As a writer, if you apply the four key development questions from my book ***Write Above the Noise – Develop Your Book, Blog or Screenplay, Launch Your Writing Career, and Change the World***, you'll become adept at writing content across various mediums.

Plus, armed with the development keys, you can extend your skills into other forms of content such as videos, vlogs, etc... and voilà! You've now moved into the realm of a **content creator**.

There are three steps to building a content development strategy. Let's start in the realm of you as a writer since that is our key focus, and then expand upon the content possibilities for you to fully engage your audience.



3 Simple steps to begin.

Content development can be boiled down to three simple steps:

1. Define your niche.
2. Identify your audience.
3. Brainstorm content ideas.

As we look more closely at these beginning steps, open your heart and mind up to **the possibilities for you as a content creator**. There are amazing opportunities for you to share light and hope and truth with the world, **especially in today's digital age**.



Define Your Niche

What do you want to be known for?



Identify Your Audience

Who are they and what questions are they asking?



Brainstorm Content Ideas

What content can you create to reach your audience?



1. Define your niche.

- Do you want to be known as an inspirational writer? A thriller writer? **What should readers expect from you?**
- For example, although I create a large variety of content, my bottom line is **I want to be known as someone who inspires others** to expect great things from God and attempt great things for him. That will come out in my writing, no matter if I'm writing a devotional blog or a thriller novel!
- Perhaps you want to be known as someone who offers biblical advice for how to have a great marriage. Let that direct your writing and future content. **Define what you want to be known for.**



Define Your Niche

What do you want to be known for?



2. Identify your audience.

- **Who is your target audience and what questions are they asking?** How can you provide the solutions they're seeking?
- For example, If you want to be known as the go-to person for restoring old cars, then who is your audience? What are they asking? "How do you match the color for a '57 Buick?" "What car restoration shows are the best?" **Know your audience and it will be easy to create content for them!**
- **Now consider the type of content your target audience consumes.** Are they reading blogs? Watching short YouTube videos? Take the time to discover where your audience lives and what kind of content engages them. Why be on Twitter if they're not there, or write print articles **if they're watching YouTube shorts?**



Identify Your Audience

Who are they and what questions are they asking?



3. Brainstorm content ideas.

- **Start thinking in the realm of “content creator.”** What can you create? Blogs, vlogs, memes, short videos... the sky is the limit while you’re brainstorming with your audience in mind.
- Next, whittle the list down to **what is within your reach now – and what you might work towards.** Be realistic but keep an open mind for future content. Perhaps you can start by writing a weekly blog and work towards creating videos based on those blogs.
- **Now, plan out your content strategy** with a schedule that is manageable for long-term success! Consider what you can accomplish daily, weekly, monthly or even quarterly. **What’s important here is to create a schedule and commit to it.**



Brainstorm Content Ideas

What content can you create
to reach your audience?

Expect opportunities.

Your content development strategy may evolve over time as platforms change and as you, the writer and content creator, grow. Expect opportunities to open and re-evaluate your content development strategy as necessary.

Be motivated and inspired!

Expand your skills as a writer and content creator and grow in your relationship with God with the free resources on my website.

LauraWoodworth.com

