



Content Mapping Worksheet: Build Your Customer Journey

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This worksheet will help you create a strategic content map that guides your prospects from initial awareness to purchase decision. Complete each section thoughtfully, focusing on your specific audience and business goals.

STEP 1: Define Your Ideal Customer

Before mapping content, clearly define who you're creating it for:

Primary Customer Profile:

- Industry/Role: _____
- Age Range: _____
- Key Responsibilities: _____
- Professional Goals: _____

What keeps them up at night? (List 3-5 primary challenges or pain points)

1. _____
2. _____
3. _____
4. _____
5. _____

What outcomes are they seeking? (List 3-5 primary goals or desired results)

1. _____
2. _____
3. _____
4. _____
5. _____

STEP 2: Map Their Decision Journey

For each stage, identify the questions your customer is asking and what they need to move forward:

Awareness Stage Questions

At this stage, prospects are recognizing they have a challenge or opportunity

What questions are they asking? (Examples: "Why am I experiencing this problem?" "Is this issue worth solving?")

1. _____
2. _____
3. _____

What information do they need? (Examples: Problem validation, industry trends, initial education)

1. _____
2. _____
3. _____

Consideration Stage Questions

At this stage, prospects are exploring potential solutions and approaches

What questions are they asking? (Examples: "What approaches exist?" "How do different solutions compare?")

1. _____
2. _____
3. _____

What information do they need? (Examples: Solution comparisons, methodologies, proof of concept)

1. _____
2. _____
3. _____

Decision Stage Questions

At this stage, prospects are finalizing their selection and justifying their choice

What questions are they asking? (Examples: "Why should I choose you?" "How do I implement this?" "What results can I expect?")

1. _____
2. _____
3. _____

What information do they need? (Examples: Specific offerings, implementation plans, guarantees, ROI justification)

1. _____
2. _____
3. _____

STEP 3: Audit Existing Content

Take inventory of your current content to identify what you already have and what gaps need filling:

Content Title/Description	Format	Current Location	Journey Stage	Performing Well? (Y/N)

Major content gaps identified:

1. _____
2. _____
3. _____

STEP 4: Plan Strategic Content

For each stage, identify the most impactful content you need to create or optimize:

Awareness Stage Content Plan

Content Type	Topic/Title	Purpose	Format	Distribution Channels	Creation Priority (H/M/L)

Consideration Stage Content Plan

Content Type	Topic/Title	Purpose	Format	Distribution Channels	Creation Priority (H/M/L)

Decision Stage Content Plan

Content Type	Topic/Title	Purpose	Format	Distribution Channels	Creation Priority (H/M/L)

STEP 5: Create Content Connections

Identify how you'll connect content pieces to create a seamless journey:

Primary content sequences: (Example: Blog Post → Lead Magnet → Email Sequence → Webinar → Consultation)

1. _____
2. _____
3. _____

Cross-promotion opportunities:

1. _____
2. _____
3. _____

STEP 6: Establish Measurement Framework

Define how you'll measure content effectiveness at each stage:

Awareness metrics:

1. _____
2. _____

Consideration metrics:

1. _____
2. _____

Decision metrics:

1. _____
2. _____

Overall journey metrics:

1. _____
2. _____

STEP 7: Implementation Timeline

Create a prioritized implementation schedule:

Next 30 days:

1. _____
2. _____
3. _____

60-90 days:

1. _____
2. _____
3. _____

90+ days:

1. _____
2. _____
3. _____

Additional Notes and Ideas



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Need help implementing your content strategy? Contact us for a consultation:

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