

Creating the content for your PDF

Often, we get excited about the wonderful content we want to share without really thinking about why and what value we and our clients are going to get from this PDF you are about to create. So before you get into writing your content, I want you to take some time to think about two things - purpose and outcomes.

Purpose

What's *your* purpose for creating this PDF? Is it to create leads? Provide some resources for clients doing one of your programmes? Is it to create an additional income stream?

Whatever it is, it's important you get clear on *why* you're doing this. That way, when you come to create the content, you can ensure you keep it relevant to your purpose.

Take some time to think about what your purpose is. Use the notes section below to type your thoughts, or use a good old fashioned notebook if you prefer.



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Outcomes

Whereas purpose is about what *you* want to get from this PDF, outcomes are about your clients, what are *they* going to get from the content? What outcomes can they expect to achieve? It might be new knowledge or information, tips on how to overcome a problem your target clients experience. It might be something to support the programme they're doing, a workbook similar to this that you are using to support the course. Use the questions below to help shape your thinking about what you want your clients' outcomes to be.

What do I want my clients to know, feel, or do differently as a result of them using my PDF?



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What's the journey or transformation it will take them on? What's the before and after for them?



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Content

Once you're clear on your purpose and outcomes, you're ready to map out your content. The first question to ask yourself is **'what content is going to deliver on my purpose and the clients outcomes?'**

Start with brainstorming what your content might be.



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When it comes to structuring the PDF, to keep it simple, split the content into three main sections:

1. Introduction
2. Main content
3. Wrap up

Introduction

This is where you'll give a brief overview of the PDF, the outcomes your clients will get, how long it will take, how to go through it etc. You might also want to use the intro to say a little about you and your story (if it's relevant for your client!)

Note down your answers to these questions to prepare the content for your introduction.

- What are the client outcomes?
- How long will it take them to 'do' the PDF?
- Are there any specific things they need to know before starting? For example, 'grab a pen and notebook', 'do it somewhere quiet'
- Anything else you want to put in the introduction?



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Main Content

This is where your main content will go. So, using what you brainstormed earlier, structure the content into key points. Use bullet points to separate and keep it simple, to the point and relevant.



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Wrap Up

This is where you'll summarise. Remind the client of the outcomes and ask them some reflective questions to confirm whether they have achieved those outcomes.

Use this section also to give your call to action. What do you want your clients to do next? How do they get in touch with you?

