Content Twister

The most successful marketers in the world are also the most prolific. Creating high value, persuasive marketing is easy when you have a content plan. Use this Content Twister worksheet dozens of articles, emails, status updates... even webinar topics. First, list your major hotbuttons along the top then brainstorm topics by mixing a hotbutton topic with one of the 7 writing styles.

HOT BUTTONS:								
Rant								
Q&A								
How To								
Winner/ Loser								
SLO								
Mistakes								
Show & Tell								

The Dealflow Calendar

You can map out an entire quarter's worth of drip marketing in just a few minutes with the Dealflow Calendar. Next to each week, simply pick one piece from the Content Twister system and create a headline to go with it.

Week	***Twister Element***	***Headline***
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		