



HOW TO

Find An Angle

For Your Content

Pinpointing a unique angle for your content can be a difficult challenge. Follow the questions on this worksheet to help speed up the process and create more focused content. Jot down your answers using a separate word processor or piece of scratch paper.

1. What content has already been created around my chosen topic?
2. What unique insight can I bring to this topic that no one else has done yet?
3. What other topics or points interest are also related to this topic?
4. What benefit is my audience searching for when they search for this topic?
5. Are there any opposing viewpoints I can bring to this topic? If so, what are they?
6. What are the most important details around this topic?

Now, write a brief description of your angle. Ask yourself, "If I were a reader, why would I be interested in this content?"



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–Nathan Adler, Co-Founder of RiverScene Magazine



Michael Hyatt
Author



Nathan Adler
RiverScene



Jay Bear
Convince & Convert

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