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THE DIGITAL MENTOR

THE DIGITAL MENTOR DIGITAL MINDSET MAP CREATOR

To deliver quality content to your target audience you need to get into the heads of your customers or client and understand the challenges they face on a daily, weekly or monthly basis. To help you be more focused on your content use this template as a guide to create meaningful marketing campaigns.

List the challenges your customers face daily:

How can your product or service help or benefit your customers:

List the advantage of your product or service:

List three to five reasons why customers should engage with your products or services:

What is your unique value proposition that you deliver on:

The Digital Mindset Map Creator will help you to stand back and ask yourself what are the benefits and value of your products or services and give you more focus from a customer point of view.

Think about your answers carefully and honestly this will assist you in creating clear concise content that will speak directly to your target audience and keep you moving in the right direction with your digital marketing campaigns.