The Content Marketer's Essential Guide To:

The 21 Types Of Content We All Crave



- [ ] Content that reminds us that life is short.
- [ ] Content that reminds us that dreams can come true.
- [ ] Content that gives us faith to believe for bigger things.
- [ ] Content that reminds us that we matter.
- [ ] Content that reminds us of the overlooked or forgotten "basics."
- [ ] Content that has unexpected twists.
- [ ] Content that tells us a story
- [ ] Content that takes us along on a journey.
- [ ] Content that inspires us to action.
- [ ] Content that makes us laugh or smile.
- [ ] Content that makes us cry (tears of joy or sadness)
- [ ] Content that reveals secrets.
- [ ] Content that surprises us.
- [ ] Content that encourages us to never give up.
- [ ] Content that reminds us that we are one-of-a-kind and encourages us to live that way.
- [ ] Content that reminds us that there's more.
- [ ] Content that confirms our assumptions.

- [ ] Content that challenges our assumptions.
- [ ] Content that educates while entertaining us.
- [ ] Content where David defeats Goliath.
- [ ] Content that gives us a fresh point of view even about common things.

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