

The Content Marketers Essential Guide To: The 21 Types of Content We All Crave



- ☐ 1. Content that reminds us that life is short.
- ☐ 2. Content that reminds us that dreams can come true.
- ☐ 3. Content that gives us faith to believe for bigger things.
- ☐ 4. Content that reminds us that we matter.
- ☐ 5. Content that reminds us of the overlooked or forgotten "basics."
- ☐ 6. Content that has unexpected twists.
- ☐ 7. Content that tells us a story.
- ☐ 8. Content that takes us along on a journey.
- ☐ 9. Content that inspires us to action.
- ☐ 10. Content that makes us laugh or smile.
- ☐ 11. Content that makes us cry
- ☐ 12. Content that reveals secrets.
- ☐ 13. Content that surprises us.
- ☐ 14. Content that encourages us to never give up.
- ☐ 15. Content that reminds us that we are one-of-a-kind and encourages us to live that way.
- ☐ 16. Content that reminds us that there's more.
- ☐ 17. Content that confirms our assumptions.

- ☐ 18. Content that challenges our assumptions.
- ☐ 19. Content that educates while entertaining us.
- ☐ 20. Content where David defeats Goliath.
- ☐ 21. Content that gives us a fresh point of view even about common things.

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