

## Dinky Doc: questions to answer to plan your guide

- 🍦 What is the problem you want to help overcome? *OR* What is the opportunity you want to help overcome.
- 🍦 Why? What do you want someone to do as a result of reading your guide? (*informs the CTA*).
- 🍦 How painful is the pain? *OR* How big is the opportunity? (*use research to inform*).
- 🍦 Why now?
- 🍦 What is the cost of doing nothing?
- 🍦 What is the first simple step to tackling the problem/opportunity?
- 🍦 What are the next X logical steps that get you to the first milestone? And what is that milestone?
- 🍦 What is the benefit/impact of hitting that milestone?
- 🍦 How do you help? What are your products/services? What are your credentials?
- 🍦 Why you? What's your value proposition? What differentiates you?
- 🍦 Can you prove it? (*think case studies, testimonials, stats, white papers, analyst endorsements...*)
- 🍦 What are the 'no go' areas? What do we avoid talking about? And why?

