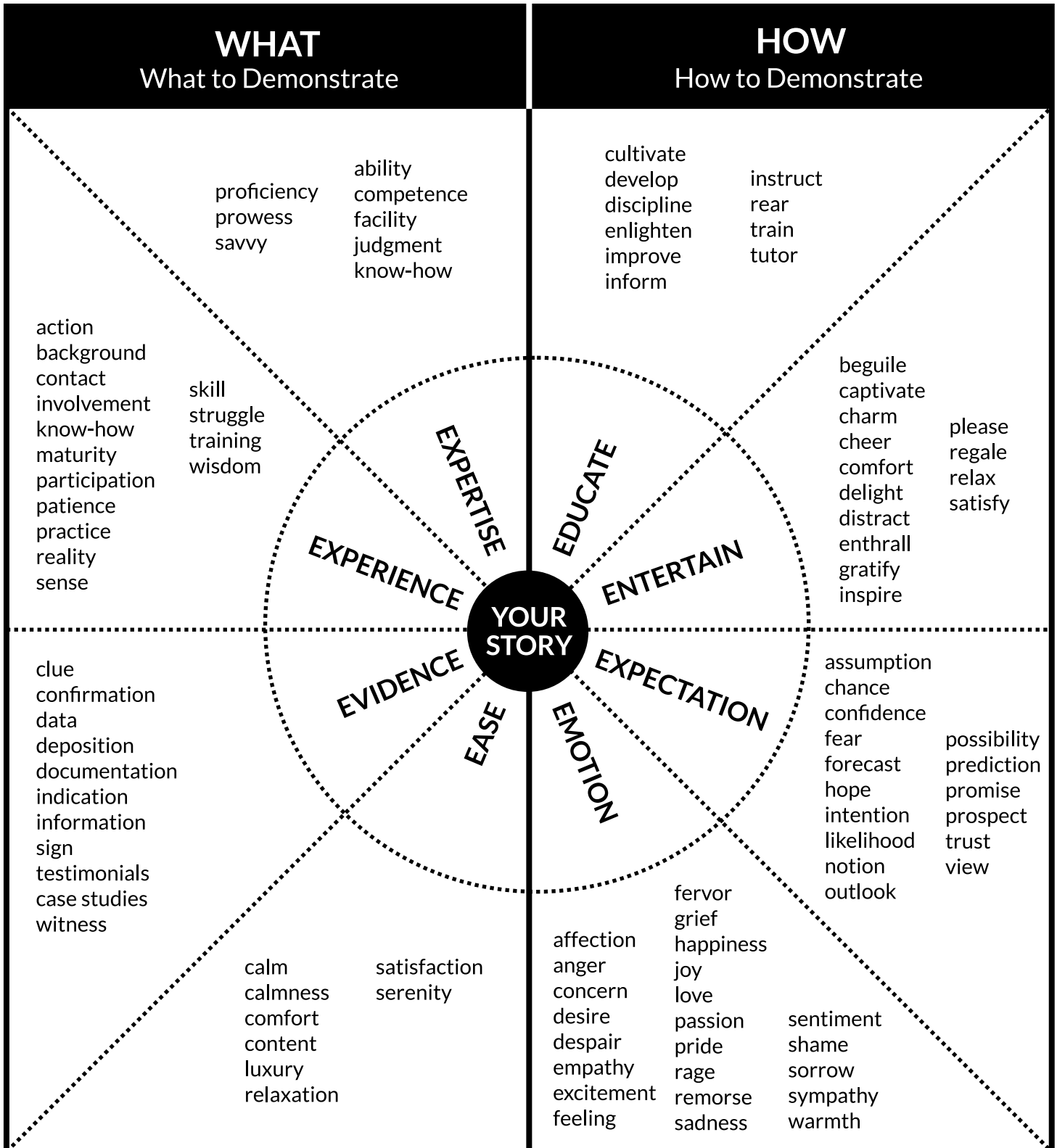


Content Creation Matrix



Content Creation Worksheet

WHAT What to Demonstrate	HOW How to Demonstrate
EXPERTISE <hr/> <hr/> <hr/> <hr/>	EDUCATE <hr/> <hr/> <hr/> <hr/>
EXPERIENCE <hr/> <hr/> <hr/> <hr/>	ENTERTAIN <hr/> <hr/> <hr/> <hr/>
EVIDENCE <hr/> <hr/> <hr/> <hr/>	EXPECTATION <hr/> <hr/> <hr/> <hr/>
EASE <hr/> <hr/> <hr/> <hr/>	EMOTION <hr/> <hr/> <hr/> <hr/>