

# Topics for Exercise

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# Content Marketing Self-Evaluation Guide

How many topics can you think of in three minutes? \_\_\_\_\_

On a scale of 1-10, how competitive is your industry when it comes to content marketing?  
(1 is high competition, 10 is low competition.) \_\_\_\_\_

How many people can you get on your content team? \_\_\_\_\_

How many hours can you and/or your content team commit to content creation each week? \_\_\_\_\_

**Total** \_\_\_\_\_

