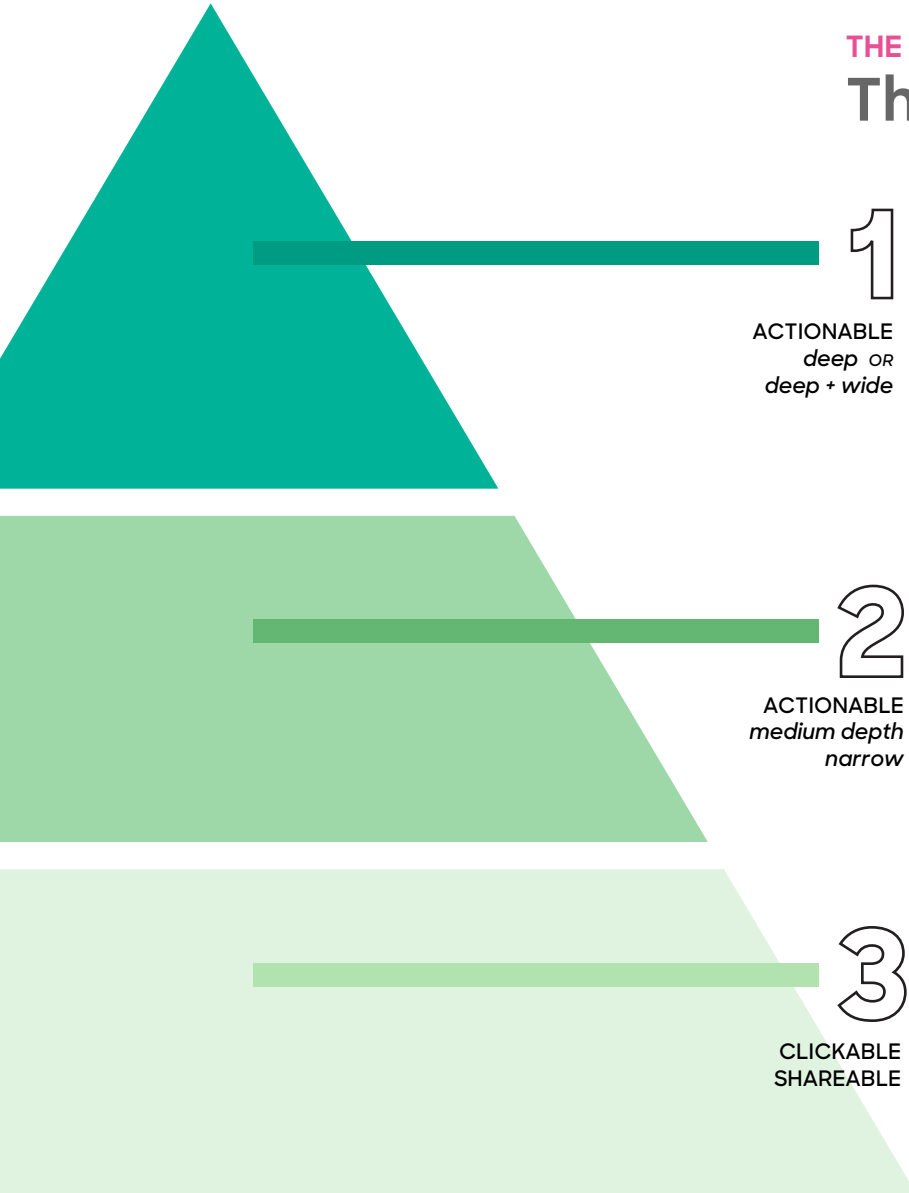




THE CONTENT VORTEX

The Pyramid of Content

1

ACTIONABLE
deep OR
deep + wide

Pillar

your most powerful stuff: level 2 fixes for level 2 pains
complete, narrative, end-to-end, tailored for the reader,
(at least somewhat) timeless

“like a miniature product”

“omg, lifesaver”

“wow, if the FREE stuff is THIS good...”

2

ACTIONABLE
medium depth
narrow

Thriller

easily applied stuff that gets ‘em hooked:

level 1 fixes for level 1 + 2 pains.

crispy, tight, quick, surprising, fun, interesting, thoughtful,
current or timeless

“yes! that’s it!” “AHA!” “it works!” “oh, nice”

3

CLICKABLE
SHAREABLE

Spiller

the stuff you drop in other places that compels clicks:

resonating, funny, curious, angry-making, opinionated,
unexpected, bite-sized, easily digested, current, identity-
building, ephemeral, social

DOES NOT REQUIRE FIX OR NEXT ACTION

*“huh!” “is it...?” “aha!” “so true!” “NOT true” “really??” *click**