

The UCS Struggle-Driven Content Map™

Plan content that aligns with real questions buyers are asking—at every stage.

Section 1: Choose Your Buyer Struggle

Start with one real, high-leverage struggle your ICP is facing.

Prompt	Your Answer
What is your ICP struggling with right now?	(e.g., “Proving marketing ROI”)
What are they googling or asking peers?	(e.g., “Why doesn’t SEO convert?”)
What happens if they don’t solve it?	(e.g., “Wasted budget, no clarity”)
What belief might be keeping them stuck?	(e.g., “More content = more leads”)

Section 2: Map It to Funnel Stages

Break the struggle down into content opportunities across TOF, MOF, and BOF.

Funnel Stage	Goal	Content Idea	Format(s)	CTA / Next Step
TOF	Spark awareness + empathy	“Why Your Funnel Isn’t Broken—It’s Misaligned”	Blog / LinkedIn Post	Download the Toolkit
MOF	Build trust + reframe	“How to Diagnose Your Funnel’s Blind Spots”	Webinar / PDF	Try the Funnel Fix Grid
BOF	Prove ROI + remove risk	“Case Study: How We Fixed a \$500K Leak”	Case Study / Email	Book a Strategy Session

Section 3: Assign Ownership & Deadlines

(If the buyer is a team lead, this turns the map into an action plan.)

Asset	Owner	Due Date	Status
Blog post (TOF)	[Name]	[Date]	Planned
Webinar (MOF)	[Name]	[Date]	In Dev
Case Study (BOF)	[Name]	[Date]	Drafted

Optional Section: Strategic Notes

Use this space to define strategic alignment and ROI tracking.

- How will this support a larger campaign or theme?
- What metric will define success for this content journey?
- Is this part of a topic cluster or content hub?