

# Peter Caputa's Survey-Driven Content Strategy

For the full description of this framework, go to [marketingpowerups.com/021](https://marketingpowerups.com/021).

**NOTE: To fill out this cheatsheet, make a copy of it by clicking on File > Make a copy.**

## 1. Find a partner who has complementary reach. 🤝

*According to Peter, the best way to get started with survey-driven content is to partner with someone with complementary reach. List out potential partners you can launch a survey with.*

## 2. Start with a poll with open-ended questions. 🤔

*Start with open-ended questions. Put together a list of hypotheses or themes for your survey-driven content.*

## 3. Create content from the responses. 📝

*Don't just create a report. Create multiple pieces of content, including LinkedIn posts, Twitter threads, and podcast episodes.*

