Building Your Content Empathy Map

November 11, 2026
A research-based empathy-mapping process for connecting audience observations to more relevant content ideas.

What this guide covers

- Organize audience attributes, language, needs, and available evidence.
- Look for clues in customer data and search results.
- Translate observations into content angles to test.

Who this is for

For content strategists and marketers developing a better-informed view of their audience.

Putting the ideas to use

Separate observed evidence from assumptions, then validate promising content ideas with real audience feedback.

Book details

Format: Guide. Pages: 31. Words: 3638.

Download availability: After payment, download the complete ZIP package or the included PDF separately.