

# CHASM

# Content Mapping Template

Persona	Stage of the funnel			
<b>[Persona Name]</b>	<b>Awareness</b> They know they've got a problem and they're looking for a solution.	<b>Interest</b> You're on their radar - but your competitors probably are too.	<b>Consideration</b> You've piqued their interest and they're evaluating your product(s).	<b>Decision</b> They're weighing up whether to pick you, your competitor or no-one.
	<b>Channel</b>			