

Lesson 4 Workbook: Generating Content Ideas with AnswerThePublic

Welcome!

Remember that feeling of staring at a blank content calendar? This workbook, accompanying Lesson 4, is your hands-on guide to using **AnswerThePublic** to overcome that challenge.

Your Goal: By the end of this workbook, you will have:

- Used AnswerThePublic with a keyword relevant to you.
- Explored the types of questions and phrases your audience is searching for.
- Generated a list of at least 5 concrete content ideas to develop further.

Let's turn audience curiosity into your content inspiration!

Step 1: Choose Your Seed Keyword

The "seed keyword" is the starting point for your exploration on AnswerThePublic. It should be a broad topic (usually 1-3 words) central to your business, niche, or a specific campaign you're planning.

Think about:

- What products or services do you offer?
- What core topics does your audience care about?
- What subject do you need content ideas for *right now*?

Action: Write down your chosen seed keyword(s) below.

My Seed Keyword(s):

Tip: If your first keyword doesn't yield many results, try a slightly broader or different related term.

Step 2: Navigate AnswerThePublic

Now, let's use the tool:

1. **Go to:** <https://answerthepublic.com>
2. **Enter:** Type your Seed Keyword into the main search bar.
3. **Select:** Choose your target **Country/Region** from the dropdown menu.
4. **Select:** Choose your target **Language**.
5. **Click:** Hit the "**Search**" button.

[Screenshot Placeholder: Show the AnswerThePublic.com homepage search bar area, highlighting where to input keyword, country, and language]

Note: Remember AnswerThePublic has daily search limits on its free tier. Use your searches wisely!

Allow the tool a moment to gather and visualize the data...

Step 3: Explore the "Questions"

This is often the most valuable section! AnswerThePublic organizes questions people ask related to your keyword (using What, Why, Are, How, Where, When, Which, Who). These are direct insights into audience needs and knowledge gaps.

[Screenshot Placeholder: Show an example of the 'Questions' visualization (wheel or list) from AnswerThePublic results]

Action: Review the "Questions" section for your keyword. What sparks your interest? What questions seem particularly relevant to your audience?

Jot down interesting questions you find:

Interesting 'What / Why / Are' Questions:

- 1. _____
- 2. _____
- 3. _____

Interesting 'How / Where / When / Which / Who' Questions:

- 1. _____
 - 2. _____
 - 3. _____
-

Step 4: Explore "Prepositions" & "Comparisons"

These sections reveal how people connect your keyword to other concepts:

- **Prepositions:** Show phrases using your keyword with words like *for, is, near, without, with, to*. (e.g., "sustainable fashion *for* beginners", "content marketing *without* social media").
- **Comparisons:** Show phrases comparing your keyword using *vs, and, or, like*. (e.g., "SEO *vs* SEM", "AI *and* marketing").

[Screenshot Placeholder: Show an example of 'Prepositions' results]

[Screenshot Placeholder: Show an example of 'Comparisons' results]

Action: Scan these sections. What connections or contrasts seem relevant or offer a unique angle?

Jot down interesting phrases you find:

Interesting 'Preposition' Phrases:

- 1. _____
 2. _____

Interesting 'Comparison' Phrases:

- 1. _____
 2. _____
-

Step 5: Explore "Alphabetical" & "Related"

Don't skip these!

- **Alphabetical:** Lists search terms related to your keyword, sorted alphabetically. Great for finding slight variations or more specific long-tail keywords.
- **Related:** Shows topics broadly related to your seed keyword, which might spark ideas for shoulder content or new categories.

[Screenshot Placeholder: Show an example of the 'Alphabetical' list]

[Screenshot Placeholder: Show an example of 'Related' topics]

Action: Quickly review these lists. Do any terms jump out as potential content angles or refinements of ideas you already have?

Note any other interesting terms or related topics:

- 1. _____
 2. _____

Step 6: Brainstorm Content Ideas!

Now, let's synthesize! Look back at all the questions and phrases you've collected on the previous pages. As discussed in Lesson 4 (Section 5), think about how to transform these raw insights into actual content pieces.

Action: Draft at least 5 potential content ideas below. For each, note which ATP result(s) inspired it, a possible title or angle, and the format you might use.

Potential Content Idea 1:

- Inspired by ATP Result(s): _____
- Possible Title/Angle: _____
- Potential Format (Blog, Video, Social, Checklist, etc.): _____

Potential Content Idea 2:

- Inspired by ATP Result(s): _____
- Possible Title/Angle: _____
- Potential Format: _____

Potential Content Idea 3:

- Inspired by ATP Result(s): _____
- Possible Title/Angle: _____
- Potential Format: _____

Potential Content Idea 4:

- Inspired by ATP Result(s): _____
- Possible Title/Angle: _____
- Potential Format: _____

Potential Content Idea 5:

- Inspired by ATP Result(s): _____
- Possible Title/Angle: _____
- Potential Format: _____

Recap & Next Steps

Congratulations! You've successfully used AnswerThePublic to tap into audience curiosity and brainstormed a solid list of initial content ideas relevant to your keyword. You're no longer starting from a blank page!

What's Next?

Keep this list handy! Having great ideas is the first step. Making sure those ideas grab attention is the next.

In **Lesson 5**, we will take these potential topics and focus on crafting compelling headlines using **CoSchedule's Headline Analyzer Studio**.

You've built a great foundation – keep the momentum going!