YOUR DATA'S STORY

Content built on data only you have



Alex Atkins
VP of Growth and Operations, Sturdy

> Sturdy's churn report became its highest performing asset, but it wasn't Alex's first try: **"I tried a lot of content before I found one that worked."**

PLAN YOUR NEXT FIRST-PARTY DATA PIECE

Top persona in your ICP: _____

First-party data you already have on them: _____

What you expect it to show (be ready to be wrong): _____

The claim they suspect but haven't heard: _____

Whose name it goes out under on LinkedIn: _____

A different angle if it doesn't land: _____

FROM PERSONA TO PUBLISHED

Step 1	Step 2	Step 3	Step 4
Pick a top persona in your ICP	Let the data tell the story	Title it with the claim they suspect	Publish on LinkedIn under a person's name

CHURN IS NOT A CS PROBLEM

"Almost 75% of all churn is completely out of the realm of control of CS and CX."

DATA YOU ALREADY HAVE

- Email and chat
- Support tickets
- Call transcripts
- Slack

WHERE CHURN STARTS

- Product gaps
- Overpromising in marketing and sales
- Broken onboarding
- Billing issues and product confusion

SIGNS TO READ THE DEAL

- Does your review skip email threads?
- Are CSM and AE notes left unread?
- Could one email line go unread?

Yes to any of these? → Check what buyers actually said

FIND YOUR STORY

Before you write anything, put this question to your own data:

Ask yourself
"What is a cool story we can tell with first-party data?"

HEAR THE FULL CONVERSATION

Pipeline, Episode 9, with host Joseph Lewin

thepipelinepodcast.com/9