

# Content Creation Rules

- ❑ It's not all about you – it's about your tribe.
- ❑ Be picky about your audience.
- ❑ Progress trumps perfection.
- ❑ Overthinking it will kill your creativity.
- ❑ Clarity trumps being clever every single time.



# Written Content Checklist

- ☐ Chunking and subheads.
- ☐ Frequent use of bullets.
- ☐ Use a powerful headline.
- ☐ Focus on your opening paragraph to pull readers in.



# Video Prep Checklist

- ☐ How much prep do you need?
- ☐ Talking points vs. script.
- ☐ Write like you speak. Read it out loud.
- ☐ Like written content keep it active.
- ☐ Keep it short – 3 to 5 minutes.



# Audio

- ☐ Scripts vs. speaking points.
- ☐ Use pauses, natural breaks and cues.
- ☐ Map out your tone and manner.
- ☐ Get to the point.
- ☐ Speak directly to your listener.



# Pro Content Checklist

- ☐ Use power verbs (Hello, Thesaurus!)
- ☐ Don't be typical – add color, unexpected twists.
- ☐ Use stories.
- ☐ Include context. Remember the 5 Ws.
- ☐ Avoid jargon and industry speak.



# Content Creation Checklist

- ☐ **Clear:** Can anyone understand what you are talking about?
- ☐ **Correct:** It is error-free and accurate?
- ☐ **Concise:** Does it get to the point and deliver on its promise?
- ☐ **Complete:** Do readers have everything they need?



# Content Marketing Checklist

- ☐ **Create:** Is this original?
- ☐ **Captivate:** Be human. Stories. Case Studies.
- ☐ **Community:** Connections matters. People do business with people they like.
- ☐ **Convert:** Remember, the idea is to get people to an action. They must TRUST you.

