

## A 12-Point Content Rules Checklist

- Have you embraced the notion that publishing is a fundamental shift in how to market your business—but nonetheless an exciting opportunity?
  - ✓ Are you patient? Have you recognized that a content strategy is a commitment—not just a one-and-done?
- Do you know what keeps your customers up at night?
  - ✓ Do you know their concerns? Objectives?
  - ✓ Does your content answer the question, “*What’s in it for me?*” from the perspective of your customer?
- Are you creating with a distinct voice and an unmistakable point of view?
  - ✓ Are you communicating like a human, not in Franken-speak?
- Are you showing how your product lives in the world, and how people actually use it?
- Do you occasionally surprise or awe?
- Are you sparking interaction and a community campfire?
- Are you giving your content roots and wings?
  - ✓ Do you need to require registration? If so, which information do you really need to collect up front, and which can you seek down the road, after you’ve established a relationship?
- Does your content have at least one trigger to action?
  - ✓ Have you created a unique landing page for each content asset?
- Are you reimagining what you create?
  - ✓ Have you inventoried your content to discover and organize the content you already have and how you might reimagine it?
  - ✓ Have you developed an editorial calendar to help you deliver consistently great content?
- Can you measure the effectiveness of your content?
- Can prospects easily find, access, and share your content?
  - ✓ Are you accessorizing your content with social bling (like Twitter, Facebook or LinkedIn sharing options) to help it spread like crazy?
- Are you prepared for doing something—or at least one thing—really, really well?

Source: [ContentRulesBook.com](http://ContentRulesBook.com)

