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