



Checklist 14: Content Creation Setup Checklist

Project Name: _____

Date: _____

Yes No

Our content creation checklist can be used for anything from Facebook Posts, Videos Or Live Feeds. It can be used for blog posts or Youtube video. It could even be used for creating micro reports that you could sell.

- 1 Decide on the topic of and hook for your content ensuring this is something your audience or target audience is interested in. The headline should be keyword friendly so SEO reasons, informative and relevant. If could anything from current affairs, a case study, a lesson using a particular method or software. You can also create posts like:
A. *X number of ways to do XYZ [increase blog traffic/build a list/do social media]*
B. *X steps to creating XYZ [a Shopify store/successful Youtube channel/ engagement]*
C. *How we got X results with X method.*

- 2 Do your research on this topic. A Google search to bring up some articles, news clips, Youtube videos. Become the expert looking for the most relevant up to date content that you can get ideas from.

- 3 Decide on the layout of your content. Will it be a video with blog post below, just video content or a text post on Facebook? Each needs to be created differently.

- 4 Structure your content into an open hook, the actual content and lastly the call to action for your piece of content. Do you want people to comment, like or share? Do you want people to subscribe or click a link and purchase a product? Are you offering them a free gift? Every piece of content you create should be monetized for something. This is important, even if it's comments on your FB Post or blog.

Notes

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5 Make the content easy to read getting the important points across with headlines and bullet points.

6 Complete all tags when posting on YouTube, your blog and add tags to your Facebook posts.

7 Share your content everywhere:

- A. *Facebook Profile*
- B. *Facebook Groups where relevant*
- C. *Facebook Fan Page*
- D. *Twitter*
- E. *Google+*
- F. *YouTube*
- G. *Email Your Subscribers*
- H. *Tag Relevant People You Mention In The Content*

Notes