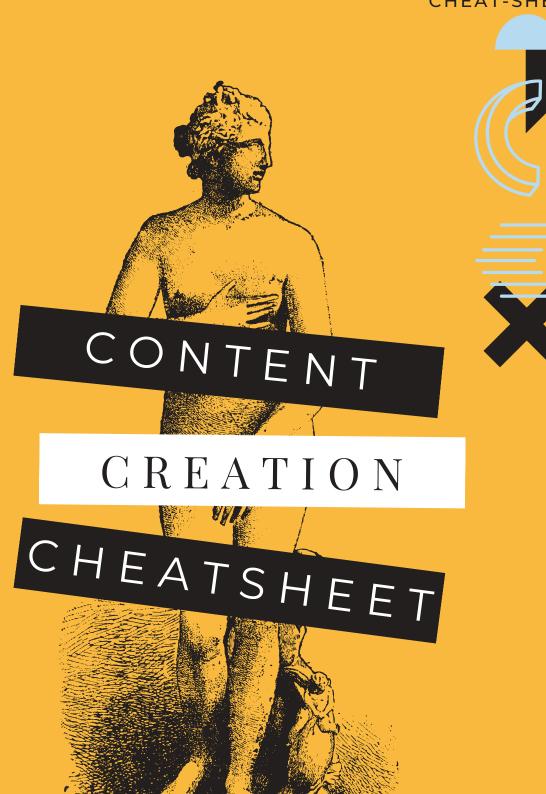# CONTENT

CREATION

CHEATSHEET

WHY DO YOU NEED THIS CHEAT-SHEET?

Content creation is a process like any other. To make the process flow smoothly is crucial to have a series of steps you can follow. This allows for the mental space and clarity for creativity to come to the surface.

This cheat-sheet will give you those steps to follow, so you may focus on the fun stuff; actually creating.

Before you take a single step though, there're a few core points you need to asses, and have front and center in your mind, all through your content creation sessions:

- What is your brand message?
- What are your brand's values?
- Who is you target audience?
- Where is your target audience?
- What are their core desires and pain points?
- What solutions, or new perspectives, will your business, product or services offer them?
- Which of these solutions or perspectives will you highlight in this piece of content?

1

LANGUAGE

- Simple language is best.
- Find the right balance between professionalism and friendliness.
- Make it conversational in tone.

OBJECTIVES

- Start from a place of empathy.
- Find the pain source.
- Provide a clear and meaningful solution.

TELL A STORY

- Take your reader on a journey.
- "Hook" your reader with a unique idea or a better solution (that what's already out there.)
- Make it about them.

CALL TO ACTION

- Be clear about the next step to take.
- Provide one simple action for an immediate win.
- Make the CTA proactive and self-accountable.

2

VARIETY

- Add the right visuals to paint the right words.
- Ask questions of your audience.
- Promote only what you can stand behind.

INTEREST

- Spark your audience's curiosity, capture their attention.
- Spotlight a new angle, go off the beating path.
- Show some and tell more.

ENGAGEMENT

- Be the first to engage.
- Set the tone of the conversation.
- Make it easy to like, comment and share the content.
- Reward your audience's participation.

MEASUREMENT

- Stay on top of the metrics.
- Take advantage of Google Analytics and Google Search Console.
- Test, measure, asses and adjust.

I CAN BITE

the lemon

OF YOUR CONTENT CREATION