

The Creative Entrepreneur's Content Strategy Checklist

How to start creating copy and content that gets you in front of your ideal audience to help you build your list and earn loyal customers.

..... By

Christine Laureano



Intro

Jewelry crafter, soap maker, potter, brewer, chocolatier. You have a beautiful craft that you want to get out into the world.

How do you do that?

By building a loyal brand following through content marketing. No matter what your marketing budget, you can engage an audience of people that will love you and your products – all from writing meaningful content alone.

And that...is PRICELESS!

What is a Content Strategy?

It's writing your content for the purpose of marketing your business.

Your content is your valuable information in the form of blog posts, emails and email marketing, audio and [podcasts](#), video, ebooks white papers, articles, special reports, and guest blogging.

The KEY to creating a content strategy that works for you is...DON'T PICK ALL OF THEM!

Choose 1 or 2 of your favorite forms of media, then create your compelling content there.

It may feel slow at first, like no one is listening, but then...one new comment, three new opt-ins, four new orders. It's all about consistency!

Once you start seeing results, you can add another media, but to start, you want to build your content in a place that you feel comfortable with so you'll be consistent.

Remember, when you're developing your content strategy, you want to go back to basics so that you'll follow your plan. It can really make your business take-off, but you have to be consistent.

With the basics in mind, let's get into creating a winning content strategy for you!

The 5 Key Steps to Creating Your Content Strategy

1. Performing Your Content Audit – What are your key areas of content right now.

- ☐ Blog Post
- ☐ Email
- ☐ Email Campaign
- ☐ Audio messages
- ☐ Podcasts
- ☐ Ebook/Guide/Special Report
- ☐ Social Media
- ☐ Articles
- ☐ Guest Blogging

2. Building a Super Qualified List – Your Audience is the Keystone of Your Business.

How well do you know your audience?

- ☐ Age & Gender
- ☐ Interests
- ☐ Hobbies
- ☐ Relationship Status (Single, Married, Divorced...)
- ☐ Children
- ☐ Employment (business owner, freelance, works at a job...)
- ☐ Magazines they read
- ☐ Social media sites the engage with
- ☐ What do they drink? (Coffee, Tea, Water, Whiskey...)
- ☐ Where do they shop? (Local, Big Box, Organic...)
- ☐ Introvert/Extrovert
- ☐ Social Butterfly or Lone Wolf

3. Developing Your Content Voice – How you communicate to your clients is really about how they listen.

- ☐ You have a goal for each content piece – you know what your audience wants and how you help them.
- ☐ You know the kind of words your audience responds to – ex. Your audience uses the word “goals” instead of “intentions.”
- ☐ You express your message clearly so your audience understands.

4. Creating Your Key Content Strategy –

Pick 1 or 2 to start. You can add another one when you're ready.

- ☐ Blog Post
- ☐ Email/Email Marketing
- ☐ Ebooks
- ☐ DIY Guides / Special Reports
- ☐ Catalogs/Direct Mail

- ☐ Markets/Fairs/Events
- ☐ Guest Blog
- ☐ Articles
- ☐ Audio/Podcast
- ☐ Social Media
- ☐ Video
- ☐ White Papers

5. Working Your Plan – As my dad always said “plan your work and work your plan.”

- ☐ You are an organized – rule playing – planner?
- ☐ You are a “plan by your mood” planner?
- ☐ You plan your day.
- ☐ Develop Your Content/Media Calendar – Yearly Goals, Monthly Theme, Weekly Schedule.
- ☐ You know your most creative part of your day for content creation.
- ☐ When you’re stuck – take just ONE action (and don’t worry about the rest.)
- ☐ You test your strategy and change if necessary.

All Roads Lead Back To You

It’s important to remember that your content marketing strategy is designed to build your exposure and engagement with your audience, which will help you build your list of loyal followers.

- ☐ You have a specific goal for each piece of content
- ☐ You have a clear call to action – ex. Download the Checklist, join my member group, tell a friend...you get the idea.
- ☐ You have a way of collecting your audience’s email » Mailchimp, icontact, aWeber, Constant Contact » so you can begin your email engagement.