

# CONTENT WRITING CHECKLIST

## Strategy

- Do you have a strategy
- Do you regularly ask your clients what they want and need from you
- Do you survey your prospects/leads to find out what's important to them
- Do you keep a story bank of ideas
- Do you validate your ideas with your audience
- Do you have a 12-month editorial calendar and quarterly content plan
- Do you understand your message - does your audience understand it?
- Do you know where you are on your content journey?

## Style elements

- Are you being yourself online
- Are you sharing your personality
- Is your style suited to your audience
- Are you using amazing images
- Is your branding on point
- Is your copy conversational
- Is your copy helpful? Have you asked your audience for feedback
- Do you have a mix of content or are you using the same types of content
- Are you building trust online

## Stories and soul elements

- Are you writing stories into your copy
- Are you using your own stories
- Are you using client stories
- Are you sharing stats and research
- Are you asking questions to get engagement

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- Are you doing polls to see what people want you to post
- Do you share limiting beliefs
- Are you sharing what you stand for in business
- Is your content meaningful

## Structure

- Do you write to a structure
- Do you follow my Word Styling Hourglass structure (link to blog on this)
- Do you know how to write a headline that gets the clicks
- Do you use a headline analyser to write better headlines
- Do you start your content with something interesting
- Do you use hooks in your content
- Do you structure your body copy in a way that's easy to digest
- Do you share at least three key points in your body copy
- Do you have a main call to action at the end of your copy
- Do you use Calls to action throughout your copy too

## Sales elements

- Does your copy have sales elements positioned through it
- Do you write promo content
- Do you do promotion activities for the content you create
- Do you follow up with people who comment or message you
- Do you like, comment and share other people's posts
- Are you creating relationships online
- Do you have a sales process that you follow
- Are you measuring your results
- Do you check your insights regularly?
- Do you make changes to your copy based on your analytics and results?