

Creating Ridiculously Good Content

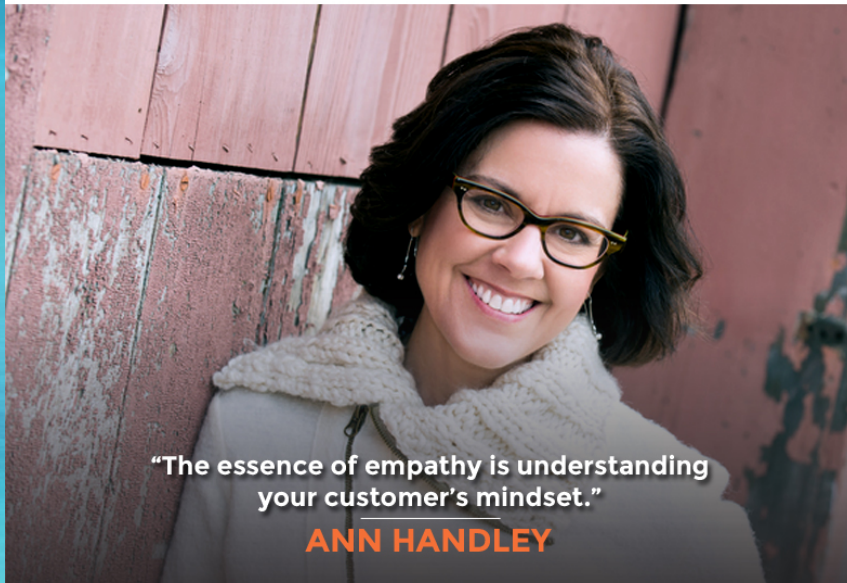
10 Point Checklist

Ann Handley

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"The essence of empathy is understanding
your customer's mindset."**

ANN HANDLEY

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Think about communication with my audience as a privilege. Focus on the quality of my words instead of pushing out spam or massive amounts of mediocre content.
- Know my audience. Create buyer personas by talking to them and finding out who they are. Communicate with my audience in their language to make sure my message resonates.
- Think about all the different ways I can reimagine a piece of content. Repurpose it by using slideshares, blog posts, or any number of mediums.
- Tell a bold and recognizable story that makes my business or website stand out from my competitors.
- Mine for customer personas by reading and responding to email feedback and comments. Listen to what they are really saying on Twitter and other social media platforms.
- Kick my writing up a notch with fantastic reference guides like *The Elements of Style*, *Bird by Bird* and *Between You & Me*.
- Run my content through online writing tools like Hemingway and Grammarly before publishing.
- Use the Searchmetrics Suite Content Composer to create optimized content.
- Create a style guide that is clear, useful, and accessible. Uberflip has a wonderful example of an incredibly accessible style guide.
- Use an editor or blog manager to ensure my content is consistent and relevant to my audience.