

The 10-Step Content Marketing Checklist

In the last few years, content marketing has become the marketing approach that all the cool kids are supposed to be doing.



- ☐ 1. Don't build on rented land
- ☐ 2. Craft your cornerstone
- ☐ 3. Make your content worth reading
- ☐ 4. Give your content a secure environment
- ☐ 5. Don't give your great content an ugly apartment
- ☐ 6. Create content that attracts a wider audience
- ☐ 7. Build an email list sooner rather than later
- ☐ 8. Create content on a larger stage
- ☐ 9. Don't go too long without making an offer
- ☐ 10. Go to social media ... once you've got something to talk about