

21 New Rules of Content Marketing



- ☐ 1. Treat Keywords Like Hotsauce
- ☐ 2. Have a Voice (or Brand) Customers Can Identify With
- ☐ 3. Build Trust With Transparency
- ☐ 4. Make the Most of a Great Idea with Multiple Formats
- ☐ 5. Headlines Are Everything
- ☐ 6. Use the News
- ☐ 7. You Can't Stock the Cupboards Until You Take Out the Trash
- ☐ 8. Don't Just Post ... Engage!
- ☐ 9. Invite Yourself to Someone Else's Party Once in a While
- ☐ 10. Remember that Great Content Invites Links
- ☐ 11. Build Your Content From an Ongoing Plan
- ☐ 12. The Best Inspiration Comes from Several Different Sources
- ☐ 13. Quality is as Important as Quantity.
- ☐ 14. Quantity Still Matters.
- ☐ 15. Take Your Time
- ☐ 16. Stop Buying Content from the Bargain Bin
- ☐ 17. Know Your Biggest Content Marketing Enemy
- ☐ 18. Use One Piece of Content to Promote Another

- ☐ 19. Recycle Your Greatest Hits
- ☐ 20. Always Ask the Key Question About a Piece of Content
- ☐ 21. Use Your Content to Turn Searches, Readers & Fans, into Buyers!

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