

CRYSTALLIZE YOUR CONTENT

DIY CHECKLIST

In order to maximize your reach and build a formidable platform for your amazing content, ask yourself if you have the following 21 critical components on your digital footprint (website, social media profiles, blogs, contributing articles, etc.)



1. Do you have an intuitive, clear contextual model that encapsulates your content? In other words, can you draw your content as a picture on a cocktail napkin? (Y/N)
2. If you have a contextual model, is it current and does it fully convey your subject matter expertise? (Y/N)
3. Is your contextual model on your website home page? (Y/N)
4. Is it on your LinkedIn profile and Facebook professional page? (Y/N)
5. Does your contextual model directly tie to your primary offering? (Y/N)
6. Have you leveraged your contextual model with multiple offerings and other avenues of income? (Y/N)
7. Do you use persuasive, compelling, relatable language to describe your offering in the fewest words as possible? (Y/N)
8. Does your website use easy-to-absorb graphics to explain key concepts instead of flooding your viewers with words? Is it scroll-friendly? (Y/N)
9. Is your About You bio warm, inviting, and personal? (Y/N)
10. Do you slap the viewer across the face on your home page with a tagline that includes the value you will provide them? (Y/N)
11. Does your website have attractive, current images, especially of YOU? (Y/N)
12. Does your personality shine through on your website, and have you peppered it with humor? (Y/N)
13. Do you have a compelling call to action beyond “Book Now” or “Sign up”? (Y/N)
14. Do your offerings have catchy titles, descriptions, and value statements that make the reader sit up and take notice? (Y/N)
15. Are your color schemes, navigation, fonts, page structure, and other design elements contemporary? (Y/N)
16. Do you have impactful page titles and SEO tags? (Y/N)
17. Are you consistently writing blog posts and articles that tie to your contextual model? (Y/N)
18. Do your social media profiles reflect your current content and offering? (Y/N)
19. Do you have an opportunity for potential clients to try before they buy (e.g. a valuable giveaway, free webinar, etc.)? (Y/N)
20. Do you have all of the supplemental products and services you would ever need currently in place so you can get your message out to as many people as possible (e.g. book, ebook, training program, presentation, podcast)? (Y/N)
21. Are you known by name for your subject matter expertise and offering? (Y/N)

If you answered yes to every question, congratulations! You are a Content Creation Jedi Master! If you answered no to any of the questions, I can help you shore up the difference so you can share your message in a better, stronger, clearer, and more profitable way.