Your 5-Step Content Implementation Plan Checklist

Step 1: Set Your Content Drivers	
	Identify your ideal target customer profile
	Identify your unique value proposition
	Outline your top business goals
	Describe your top business and marketing challenges
	Outline your top content needs
Step 2: Content Planning	
	Take stock of the content that came with your purchase
	Match each piece of content to your top needs
	Match your needs to how you will deliver it
	Identify any additional content needs
Step 3: Content Customization	
	Identify new titles
	Edit content for your audience
	Add your examples and stories
	Add your suggested resources
	Add your images
	Identify and add any missing content
	Take out irrelevant content
	Add your branding

	Convert to your desired media
	Create any additional content
	See 'Tips for Using Your Content' doc for more ideas

Step 4: Content Publishing

	Render/publish final content files
	Upload to desired delivery platform

Step 5: Content Promotion

	Identify main methods of communication
	Identify promotional tasks/responsibilities
	Set up promotion calendar
	Implement and monitor results
	Identify and implement any changes needed

Content Maximizer

	Identify 5 ways to repurpose each piece of content in your package
	Create editorial calendar for repurposing and publishing your content

Need more ready-to-go content to build your business, extend the content you have, and fill your plan?

>>CLICK HERE>>