

Before You Create Your Next piece of Content



A quick pause before you head out...

Use this quick checklist to make sure your content is clear, relevant and aligned before you hit publish.

1	Who am I talking to?	☐ Yes	☐ Not sure	☐ No	_____
2	What am I actually trying to say?	☐ Yes	☐ Not sure	☐ No	_____
3	Why does this matter to my audience?	☐ Yes	☐ Not sure	☐ No	_____
4	Is this useful, interesting, entertaining or informative?	☐ Yes	☐ Not sure	☐ No	_____
5	What do I want someone to do after seeing it?	☐ Yes	☐ Not sure	☐ No	_____
6	Does it actually sound like my business?	☐ Yes	☐ Not sure	☐ No	_____

Content Isn't about Filling Your feed.

Ask yourself... What purpose does this piece of content serve?

NOTES BEFORE YOU CREATE



Need content but don't have the time, ideas or capacity to keep creating it? That's exactly where Tribe Tesi can help. Email us at hello@tribetesi.com