

Creating Less Content with More Impact

10 Point Checklist

Joe Pulizzi

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“The goal is never to create more content. It's actually to create less content with more impact. What we want to do is plan upfront for that”.

JOE PULIZZI

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Before you make goals for your external communication, look at your internal communication.
How do your employees feel about your company and its goals and ideals?
- Start a plan about how you can repurpose content in the future-how do you want the story to transition? What other ways people could enjoy consuming your content?
- Find your sweet spot. What do you know a lot about that you love?
- Find the till. Create a persona for your audience. What's a niche that you can find a valuable audience in? How can you make a big impact in their lives and businesses?
- Build that base by focusing the majority of your time and resources in building in one specific platform until you have a substantial audience.
- Then, find a way to harvest that audience by bringing them into your base, like your email marketing list.
- Diversify onto other platforms when you have an audience. Find a valuable way to continue your story you are giving to your audience.
- Monetize your list by finding out how you can convert your audience into customers.
- Find ways to expand your reach by getting onto other people's platforms, such as other podcasts, guest blogging, or a YouTube show.
- Check out Joe's amazing resources and tips on ContentMarketingInsitute.com, on the Chief Content Officer, or at Content Marketing World.