

# **Content Creation Checklist**

for *Blogs, Videos, Podcasts, Emails, Presentations, Case Studies* and much more.

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## Table of Contents

for <i>Blogs, Videos, Podcasts, Presentations, Case Studies</i> and much more.....	1
Content Creation Checklist for General Blog Posts.....	3
Added info that should be in promotional/product launch blog posts.....	3
Tools for topic ideas.....	3
Content Creation Checklist for Emails.....	4
Checklist for Infographics.....	5
Checklist for Social Graphics.....	6
Tools for creating shareable social content:.....	6
Checklist for Social Media Posts.....	7
Tools for creating shareable social content:.....	7
Checklist for Creating Shareable Content.....	8
What you can do in Videos?.....	9
Tools for streaming live videos:.....	9
Checklist for Recording Audio/Creating Podcast.....	10
Tools for recording audio:.....	10
Checklist for Creating Presentation/Keynotes.....	11
Tools for recording presentations.....	11
Checklist for Creating Case Studies.....	12
Tools to help create case studies.....	12

# Content Creation Checklist

Use the following tips and ideas for creating content for promoting your product or a product you promote as an affiliate.

## Content Creation Checklist for General Blog Posts

Each blog post you publish needs to have the following:

- ✓ Title/Topic
- ✓ Purpose
- ✓ Hooks
- ✓ Pain Points / Motivators
- ✓ Images

## Added info that should be in promotional/product launch blog posts

- Product announcement
- The product story, like “How it came about?”
- The story of an ideal customer for the product (or share a customer's story)
- The problem the product solves
- Symptoms or issues caused by the problem
- Product comparison
- Feature highlights
- Tutorial for using the product
- Q&A / Interview

## Tools for topic ideas

1. <http://seopressor.com/blog-title-generator/>
2. <https://coschedule.com/headline-analyzer>
3. <https://feedly.com/>
4. [semrush.com](https://semrush.com)
5. [ahrefs.com](https://ahrefs.com)
6. <https://medium.com/>
7. <https://trends.google.com/trends/>
8. <https://answerthepublic.com/>
9. <https://www.quora.com/>
10. <https://www.reddit.com/>

## Content Creation Checklist for Emails

Each email you send needs to have the following:

- ✓ Subject
- ✓ Purpose
- ✓ Hook
- ✓ Pain Point / Motivator
- ✓ CTA
- ✓ Image(s)

Once you are done with these, create a 14-days email series, if you are launching a product.

Your 14-day email series might look something like this:

1. 10 days in advance - something big is coming teaser
2. 7 days in advance - survey + gift for taking it
3. 5 days in advance - behind the scenes team preparation
4. 4 days in advance - shareable checklist
5. 3 days in advance - feedback from beta testers
6. 2 days in advance - sneak peek at the product
7. 1 day in advance - anticipation - tomorrow is the big day!
8. Launch announcement - It's live!
9. Follow up 1 day after launch - reminder email
10. Follow up 2 day after launch - tips for using the product
11. Follow up 3 days after launch - Q&A about the product, offer, etc.
12. Follow up 4 days after launch - unique features that make it better than other brands
13. Follow up 5 days after launch - demo of how it works
14. Follow up 6 days after launch - final offer/ special pricing ends

## Checklist for Infographics

Whether they are charts, illustrations, diagrams or some other type of graphic, the information presented should be focused, simple with plenty of white space. It should be visually appealing, have good flow and be easy to understand.

The outline of an infographic might look something like this:

1. Introduce the topic
2. Answer the question "why"; why this topic, why does this matter
3. Display some statistics that support or demonstrate why
4. Summarize the information
5. Add some actionable advice
6. Include a call to action (if applicable)

A few reasons for creating infographics include:

- Compare similar products to help viewers make a choice
- Display options viewers have
- Illustrate a list or create a cheat sheet
- Show the bigger picture – before, during and after
- Display facts & data related to the topic
- To navigate situations
- Illustrate a timeline
- Simplify complicated concepts
- Illustrate feelings
- Show elements of the product
- Show steps of how something works or that people need to take

Don't forget to brand them!

### Tools to Create Infographics

1. <https://infogr.am/>
2. <https://www.canva.com/create/infographics/>
3. <https://cacoo.com/>
4. <https://www.befunky.com/features/infographic-maker/>
5. <https://www.visme.co/make-infographics/>
6. <http://infogr.am/>
7. <https://snappa.com/create/infographics>
8. <https://developers.google.com/chart/>
9. <http://piktochart.com/>
10. <http://www.easel.ly/>

## **Checklist for Social Graphics**

- Memes
- Gifs
- Action shots
- Collages
- Screenshots
- Photographs / Behind-the-scenes
- Brand images & those that represent the essence of it
- Your original art, designs or illustrations
- Images that represent or trigger emotions
- Images that solve a problem
- Images that inspire your audience like quotes
- Images that offer actionable advice, facts or tips
- Images that pique interest

## **Tools for creating shareable social content:**

1. <https://www.canva.com/>
2. <https://piktochart.com/>
3. <http://gifmaker.me/>
4. <https://www.befunky.com/>
5. <https://memegenerator.net/>
6. <https://quotescover.com/>
7. <http://openclipart.org/>
8. <http://www.morguefile.com/>
9. <https://pixabay.com>

## **Checklist for Social Media Posts**

- Answer questions
- Tell your story, the story of your business or a product
- Introduce a new idea
- Talk about an upcoming event you're looking forward to
- Discuss something you recently attended
- Introduce a new team member
- Thank someone
- Survey your audience
- Share a blog post, video, etc.
- Share seasonal or holiday posts
- Give recognition to someone; customer, client, affiliate, influencer, etc.
- Ask followers to 'caption this' or 'fill in the blank'
- Interview someone
- Share testimonials & reviews
- Share industry news
- Talk about new studies related to the problem your product addresses

## **Tools for creating shareable social content:**

10. <https://www.canva.com/>
11. <https://piktochart.com/>
12. <http://gifmaker.me/>
13. <https://www.befunky.com/>
14. <https://memegenerator.net/>
15. <https://quotescover.com/>
16. <http://openclipart.org/>
17. <http://www.morguefile.com/>
18. <https://pixabay.com>

## Checklist for Creating Shareable Content

Like any content, there are some things each shareable needs to have:

- A compelling headline
- A worthy hook
- Readable text with plenty of white space
- Eye-catching visuals
- Facts, stats, social proof
- Clear, concise information
- An emotional appeal
- Inspiring message
- An easy way to share

Shareables could be:

- Blog posts
- Checklists
- Listicles
- Case studies
- Graphs or diagrams
- Graphics
- Reports / White Papers
- Worksheets
- Infographics
- Videos
- Guides
- Tutorials

## What you can do in Videos?

- Product Demonstrations
- Explainers / How To's
- Affiliate product reviews
- Q&A with customers/clients
- Interviews (you or a 3rd party)
- Announcements
- Insider peek

## Tools for streaming live videos:

<https://live.fb.com/>

[https://www.youtube.com/live\\_dashboard\\_splash](https://www.youtube.com/live_dashboard_splash)

<https://www.cameleon.live/> (simultaneous livestream across multiple networks)

<https://video.ibm.com/blog/streaming-video-news/ustream-is-ibm-cloud-video/>

<https://help.instagram.com/292478487812558>

<https://livestream.com/>

<https://www.twitch.tv/>

<https://www.younow.com/>

<https://web.picovico.com/>

## Checklist for Recording Audio/Creating Podcast

- Every audio you record should have a single focus
- When recording, have one person in mind and speak to them as if they were right there with you.
- Use influxes in your voice to help tell the story. Sound excited when you're talking about something excited, sound sad if you're telling a sad story.
- If you open up a Q&A at the end of your call, remember, you're having a conversation with one person, or one person at a time.
- If you're using a script, write it for the ear, not the eye. Imagine you're telling the story over the phone rather than in person.
- Keep the information simple. The more complex, the bigger the chances of mistakes.
- Make sure you are using a quality microphone
- Make notes of statistics or facts that you might want to share
- Use a mic stand so you don't accidentally bump your desk and knock it over during recording
- Set your mic about 2-6 inches from your mouth, depending on what sounds good to you.
- Talk at a pace that allows listeners to absorb what you're saying, but not so slow that they become bored.
- Use a pop filter to reduce the sound of you blowing on the microphone
- Always record with headphones on so you can hear what others will hear

## Tools for recording audio:

1. <https://www.apple.com/mac/garageband/> (Mac)
2. <https://www.audacityteam.org/> (Windows)
3. <https://alitu.com/>
4. <https://zencastr.com/>
5. <https://www.descript.com/>
6. <https://hindenburg.com/>
7. <https://wav.hya.io>
8. <https://ardour.org/>

## Detailed Guides

- [13 Best Podcast Recording Apps for Windows and Mac \(+Other Useful Tools\) - Gaurav Tiwari](#)
- [10 Best Podcast Hosting Platforms \(2021\) - Gaurav Tiwari](#)
- [Starting a Podcast in 2021: Recommended Laptop Specifications \(gauravtiwari.org\)](#)

## **Checklist for Creating Presentation/Keynotes**

A good presentation will:

- Have a single purpose
- Include high-quality images
- Paints a picture for viewers of the problem or pain points they are having
- Be easy to read
- Include up-to-date information
- Include hyperlinks, as needed
- Be exciting or include humor
- Include a hook that draws viewers in and touches an emotion
- Include a strong call to action
- Display your site URL and brand logo or colors
- Have SEO added to the metadata

Ways to use slide decks or presentations:

- Share your brand's vision
- Discuss the value your brand or product offers
- Tell the story of your brand or product
- Talk about the problem your product will solve.
- Create a catalog of your products or services
- Display to viewers the reasons why they need to take action right now
- Show how your product will solve the problem.
- Compare your company to another or your product to another
- Create demonstration or how-to presentations

## **Tools for recording presentations**

1. <https://office.live.com/start/PowerPoint.aspx>
2. <https://www.apple.com/keynote/>
3. <https://docs.google.com/>
4. <https://spark.adobe.com/make/slideshow-maker/>
5. <https://prezi.com>
6. <https://www.openoffice.org/product/impress.html>

## Checklist for Creating Case Studies

Case studies can be displayed via audio, video, white papers, infographics and more. Tips for creating and using case studies successfully.

- Create the case study for your specific audience & what they need
- Create it around one particular client or customer
- From start to finish, tell the entire story such as who they are, what they needed, what they wanted and how those needs and wants were met.
- Use plenty of white space, quality images and bullet lists for easy reading
- Illustrate proof by including screenshots, real numbers, etc.
- Tell the story of a specific strategy. Why you tested it, exactly how you tested, what you tested, how long you tested for, etc. that lead to the results you are displaying.

Your case study details should include:

- A results-focused headline
- A brief introduction that provides background information on the issue or problem that the client or customer was looking to solve
- The purpose of the work; why you did it, why it's important
- The methods you used to gather details (interviews, research, observations, etc.)
- Tools you used to gather and analyze the details
- The results you found
- What can be learned from this information
- A concrete solution or recommendation not based on theory but on the results shown (CTA)

## Tools to help create case studies

Any document editor like Google Docs, Microsoft Office or LibreOffice along with a spellcheck software like Grammarly. Other tools that can help, are:

1. <http://paperity.org/> (for researching journals)
2. <https://www.zotero.org/> (another research tool)
3. <https://www.quetext.com/> (plagiarism checker)
4. <http://www.mindmaple.com/Default.aspx> (Mind map your details)
5. <http://www.lonij.net/wordstorm/> (to generate new ideas)
6. <http://www.hemingwayapp.com/> (readability checker)
7. <https://www.template.net/business/case-templates/sample-case-study/> (templates)
8. <http://templatelab.com/case-study-examples/> (examples)
9. <https://lightboard.io/download/case-study-templates> (templates)