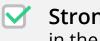
## PASSLE AUTHOR CHECKLIST

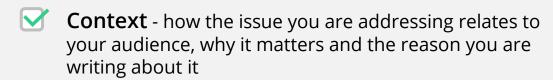


Find inspiration - e.g. conversations with clients, industry developments, news articles, events/webinars, existing content, etc

**LISTEN** 

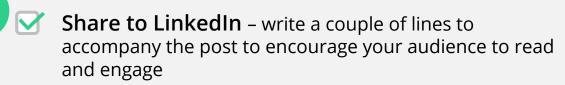


Strong title - explains exactly what the reader will learn in the most interesting way possible



- **Key point** clearly address the purpose of the post and the key issue you want to communicate
- Opinion express your knowledge on the issue and outline the key takeaway for the audience: how does it affect them?
- **Add an image** choose an image or other form of media that complements your content

**CREATE** 



- Smart BD pay attention to who likes/comments on your post and start conversations with them
- Send an ISTATOY share your post directly with a key client or contact to reach the right eyes

**ENGAGE**