

PASSLE AUTHOR CHECKLIST



1



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

LISTEN

2



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



Context - how the issue you are addressing relates to your audience, why it matters and the reason you are writing about it



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

3



Share to LinkedIn - write a couple of lines to accompany the post to encourage your audience to read and engage



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