# Content and Messaging Checklist

A checklist for getting your message clear, and for planning content you can actually keep up. Use it when the product is ahead of the story, or when the story no longer matches the business.

## 01 The message

- ☐ Write the core message in one or two sentences a stranger could repeat.
- ☐ Check it against your positioning worksheet, if you have one.
- ☐ Name the three points you want someone to remember after a conversation.
- ☐ Collect only proof you can stand behind: no borrowed numbers, no invented results.
- ☐ Agree who this message is for, and who it is not trying to convince.

## 02 Where it will live

- ☐ List the channels you already use and can keep up.
- ☐ Drop any channel you do not have the people or the time to do well.
- ☐ Decide what belongs on the site, what belongs in a meeting or event, and what belongs in a short post.
- ☐ Assign an owner for each live channel, even if the owner is you.

## 03 A schedule you can keep

- ☐ Choose a rhythm you can keep in a busy month, not in a perfect week.
- ☐ Plan a mix you can fill: a point of view, a useful explanation, and a real update.
- ☐ Build in a review: what to drop, what to repeat, and what to make clearer.
- ☐ Leave space for timely conversations without dropping the core message.

## 04 Before you publish

- ☐ Read it out loud. Cut anything you would not say in a meeting.
- ☐ Check names, handles, and claims.
- ☐ Make sure the next step for the reader is obvious, and that you can receive the reply.
- ☐ Save the final line in a place your team can find later.

> **A steady message beats a long calendar you will not keep.** Repeat a clear message in the places you can actually show up.

# Messaging notes and a simple planner

Write the message once, then plan a short stretch of content you can actually finish. Add rows if you need them. Leave lines blank rather than filling them with filler.

## Core message

## Three points to remember

1. _____
2. _____
3. _____

Content planner

| WHEN | CHANNEL | WHAT YOU WILL SAY | STATUS |
|---|---|---|---|
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