

Content Marketing Quick Start Checklist

Your 5-step guide to launching content marketing the right way

1. Pick Your Core Platform

- Blog
- YouTube
- Podcast
- Social (Instagram, LinkedIn, TikTok)

Start with one platform you can manage consistently.

2. Define Your Audience

- Write down who you're speaking to (age, needs, struggles).
- List the top 3 problems they want solved.

3. Map Your Goals

- Do you want more subscribers?
- Do you want to sell a product/service?
- Do you want to build trust and authority?

Knowing your goal guides your content topics.

4. Plan Your First 4 Topics

- Write 4 simple topics your audience cares about.
- Make sure they answer common questions or solve problems.

Example: "How to save time creating social posts."

5. Publish and Share

- Create your first piece.
- Share it on your chosen platform.
- Repurpose it into one more format (a social post, a Reel, or an email).

Pro Tip: Don't aim for perfect — aim for consistent. One solid piece of content each week beats five rushed ones.

Want to Go Faster?

Download my “**Content Repurposing Map**” (coming in Post 2) to see how one post can become five pieces of content.