

Content Marketing Productivity Checklist

This checklist works best when you start with the first three activities in the order listed below. After that, you can mix it up and do whatever you feel drawn to do, until you've worked your way through each item. Enter the minutes for each activity that work best for your schedule.

by JENNIFER BLANCHARD

MINDSET WORK

____ MINUTES

This can include journaling, free writing, or meditation.

READ OR WATCH INSPIRING CONTENT UNTIL YOU GET A "SPARK"

____ MINUTES

Read a chapter of a book or blog post, watch a video on YouTube, or check out the replay of a Facebook livestream from someone you admire. Get inspired to start your own work.

WRITE A BLOG POST OR RECORD A PODCAST EPISODE

____ MINUTES

After you've gotten a "spark" of inspiration, create a blog post or podcast episode for your target audience.

PROVIDE VALUE ON SOCIAL MEDIA

____ MINUTES

Participate in Google+ and/or Facebook groups, answer questions on LinkedIn, or help people on Twitter. Use your expertise and experiences to add value for others.

CREATE FREE CONTENT FOR SOCIAL MEDIA**____ MINUTES**

Create a short video, write an update that promotes a blog post, or start your own daily or weekly “show” on your favorite social media channel.

WRITE BOOKS**____ MINUTES**

Spend at least 15 minutes a day working on your next book and/or ebook.

VISIBILITY**____ MINUTES**

To reach and connect with your target audience, write a guest post, do a livestream on Facebook, stream a video webinar on YouTube, or participate in a podcast interview.

CREATE PAID CONTENT**____ MINUTES**

Build the content for any online courses, digital products, or membership sites you run.

CREATE MORE FREE CONTENT**____ MINUTES**

If you have time, create any other free content that would be valuable for your audience.