

# My Per Content Piece Checklist

Use this checklist to help you improve your content pieces and create new ones.

- Audience
  - Speak to quality seeking shoppers in the style that they express themselves
  - Create additional versions of this content piece for specific segments of shoppers based on a specific type of buyer (consider age group, language spoken at home)
  
- Channel
  - Optimize it for the attributes of the channel
  - Adapt it for deployment in other channels
  
- Content
  - Make it effective for each impression depth: Shallow, Medium and Deep
  - Use stories to illuminate and trigger emotions
  - Use logic and facts to persuade and to help shoppers justify her choice
  - Make it strongly signal your brand meaning
  - Engage your shopper's senses and activate her emotions
  
- Topic
  - Briefly state why this topic is relevant and who it's for
  - In wide topics include references to narrow topics (link in digital formats).
  - In narrow topics consider including a section placing the topic in a wider context and refer to wide topic content (link in digital formats)
  
- Action
  - Provide a choice of next steps. Include a low friction method of contact.
  - Provide a good reason and an emotional incentive to take the next step

Go to [www.qualitycustomers.com/tools/my-per-content-piece-checklist](http://www.qualitycustomers.com/tools/my-per-content-piece-checklist) to get your checklist.

Quality Customers Resource



*For company owners  
who love Quality Customers.*

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