



## THE “IT’S CONTENT, NOT ADVERTISING” CHECKLIST

This checklist can be used with every piece of content you make. Work your way through it from top to bottom, and be honest with your answers. Taking it seriously will benefit your content, and your audience.

✓	Download and print this checklist
	This content is being offered in the correct stage of our relationship
	This content honors the recipients level of commitment to us
	This content adds value to its recipients, at the right time for them
	This content is designed to drive relationships, not sales
	This content is about our audience, not about us
	This content will be measured in engagement, not in dollars
	This content is unique, and tailored specifically to our audience
	This content had love, care and effort put into it
	This content shows our audience what to do with it

If you need any help with the above, or are interested in more ways to connect with your site’s visitors, let’s talk about it! Contact us at [hello@fairheadcreative.com](mailto:hello@fairheadcreative.com) or visit [fairheadcreative.com](http://fairheadcreative.com)