10 COMMANDMENTS OF CONTENT

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1 Align your content with your business objectives

Think strategically about your content. Your content should follow your marketing plan, support your financial goals and **speak to your target audiences.**

2 Tell authentic stories to build relationships

We learn best when people share their own experiences. The same is true with brands. **Choose authentic subjects. Find genuine stories.** Don't be afraid to articulate your point of view.

3 Choose content sponsors who will champion your projects

Involve important stakeholders early and often, or they can derail your content projects. **Educate them about the process** so they understand how and where they fit in.

4 Know the back and front ends of the web

You need a solid understanding of how code works to be proficient at SEO. And you must understand **user experience (UX) in order to build amazing content experiences.**

5 Build content in phases

True, some customers may not grasp your more sophisticated storylines. **Build content in phases that can go deeper**—for beginner, intermediate and advanced customers.

6 Pick style, voice and tone for consistency

Language helps build a coherent user experience across channels. **It's the way you say it that matters.**

7 Plan the lifecycle before you publish

Decide on the content's **lifespan and utility before you create it.** Understand how you may later try to repurpose it.

8 Focus on your customers

It's about them, not the brand. Have empathy for their journey and where you can help. **Talk to them, not at them.**

9 Think information, format and delivery

Start with what you want to say, rather than "Let's create an infographic because those are hot right now."

10 Dream big, execute appropriately

Don't be afraid to think big. Plan appropriately according to resources, **but don't leave the big ideas** on the floor. One day, you will be able to execute them.