

Lorie's World-Class Content Checklist

Books

Front cover:

- Title and subtitle, author
- Excellent design!
- Mindful of thumbnail appearance on Amazon/online- make it readable and compelling
- Testimonial quote from the most prominent person possible, potentially their name larger than your own

Spine:

- Author, title are usually sideways
- Publishing imprint logo is at the bottom, right side up- make up your own if self-published!

Back cover:

- Category of book in the bookstore is at the top in smaller print, usually all caps
- Catchy headline of what the book is about
- Bullet points of what you'll learn
- More testimonial quotes
- Author photo and bio
- ISBN bar code and publishing imprint with price

Structure of the book (optional components to include):

- Foreward (written by someone prominent)
- Table of Contents (linked if an eBook)
- Introduction (if desired)
- Sections of chapters
- Chapters within sections
- Acknowledgments
- Epilogue
- Appendix
- Index
- About the Author
- How to get more help, find out more, what to do next – last page

Other Notes on Interior Pages:

- Headers and footers to have optionally title, copyright info, section, chapter, and definitely page numbers
- Layout has a "gutter" margin on left side to account for binding
- Blank page in front
- More testimonials or creative quotes in intro pages
- Copyright page with publishing info, ISBN, legal disclaimers, design credits
- Dedication page
- Always excellent design and images throughout!

Workbooks

- Follow the guidelines for books in general
- Add instructions for printing if a PDF eBook workbook
- Leave room for owner's handwritten notes in the back
- If for a live seminar, consider providing fill-in-the-blanks instead of all of the content, so they must attend
- Leave room for participant to write their name and contact info on front cover in case it is lost
- Spiral bound is best for live events
- Use larger and more prominent page numbers

- Consider binding with tabs for sections
- Provide “About the event” details if able, such as maps to area restaurants, schedules, etc.

Webinars

- Follow all of the guidelines for Power Point Presentations
- Generally less than one hour, 45 minutes is best
- Use high quality microphone whenever possible
- If evergreen, don’t do artificial means to create the illusion of it being live (fake participants, etc.)

Online Courses

- Use a login member platform such as Kajabi, Wish List Member, or Teachable
- Follow guidelines for videos and Power Point Presentations

Blog Posts & Articles

- First understand your audience and what they want, and write for them
- Use a compelling title, ideally with search keywords in it
- Write search keywords into your body text (do research on Google Keyword Tool)
- Keep them as short as possible to be considerate to your audience while still doing your topic justice
- Use an image with the blog post title superimposed on it, so that someone can pin it to Pinterest or it can convey when shared out to social media
- Make it easy for people to share with widgets and tools on your blog platform to share each post
- Ask for your call to action—liking, sharing, commenting, taking other actions for sales
- If writing for others, understand your word limit (usually 500-1000 words)

Handouts

- Title
- Branded with logo and color palette and consistent fonts and style
- Wrap text around images
- Footer should have copyright, legal info (“all rights reserved” or other warning), website/contact info, page numbers
- If you use a header, consider page numbers there and continue title of document in header, or website/contact information

Whitepapers/Reports

- Follow guidelines for books, with the exception of ISBN bar code and price

Power Point Presentations

- Get professional design help to do an initial template design if possible
- Create templates of actual slides you copy/duplicate, instead of using “Slide Master” template that they teach you. Slide Master elements are static and immovable, so you cannot move them under or over other graphics or adjust them easily.
- Be consistent with your brand’s color palette, fonts, and style always
- Don’t make cheesy animations for no reason
- Never use low-quality, pixelated images
- Always keep the images at their same aspect ratio—no stretching them out to skew them
- Don’t use bad clip art or stock photos, invest in high quality images
- Use infographics to illustrate points with “Smart Art” feature
- Avoid bullets whenever possible—use multiple slides instead when you can
- Make slides knowing that people may screenshot them and share them, brand the slides and make them each interesting as a stand-alone slide if possible
- Use slide transitions consistently if at all, and do not use complex transitions like “checkerboard” – a simple “push” to the left is elegant and simple

- For speaking engagements, fewer slides with fewer words and more pictures (focus is on the speaker)
- For webinars, more words and more slides to keep it interesting (focus is on the screen)

Story Snaps (Snapchat, FB or Instagram Stories)

- Combination of useful and personal
- Frequent throughout the day or week, be consistent about frequency if possible
- Use fun tools to create interest, like costume elements
- Be vulnerable here, try new things, they will disappear in 24 hours! This is where to experiment & learn!
- Write and draw on the snaps, try filters on the photo, add emojis and color for interest
- Ask for what you want! Tell them to screenshot and share, comment, like, etc.
- Use tools for quick video like Boomerang to create fun effects

Tweets & Text Posts (FB/LinkedIn, etc.)

- Think before you post. Very easy to quickly say something you can't take back, always consider your partners (now and future potential ones)
- Decide if you are going to be political or not, and stick to it. You may have a hard time drawing a line if you are not very definite about it. Best for public figures not to be political unless it truly pertains to your topic.
- Consider whether you can add an image (Eyeball Grabber below) to attract more attention
- Struggle-Stir-Solve... bring up something difficult for your audience, accentuate the pain of why that is hard to solve, then solve it simply and ask for them to take an action for more help from you.
- Hop on the bandwagon with common hashtags like #WellnessWednesday and #ThrowbackThursday

Eyeball Grabbers (FB/Instagram/Pinterest/Twitter)

- Same as a text post but with an added image
- Image can be a quote or just a photo
- Embellishing the photo is best—adding accents, colors in your palette, etc. Use a tool like Canva to make it easy and have a template for yourself

Videos

- What is the desired outcome before you make the video? Call to action?
- Don't just talk, write out your points
- Use cue cards taped to the camera with bullets to guide you
- Make sure the first 10-30 seconds are compelling to make them stick around
- Good lighting and sound are key, and use a TRIPOD!
- Use a watermark and/or a "lower third" to brand your video throughout
- Smile and put out more energy than usual
- Speak to the camera as if it's ONE person, your marketing avatar
- Speak as if you don't get a second take... keep going, don't "self-edit"
- Use Intro & Outro music, keep it brief
- Use title slides either at beginning or end or both
- Consider a consistent tagline or signoff that people will expect
- Keep the videos as brief as you can to respect your audience
- Ask for what you want! Likes, comments, shares, calls to action
- Leave time at the end during the edit on the title slide to provide call to action in writing
- Create compelling thumbnail images for each video
- Use keywords in title and description, remember people are searching!

Audio/Podcasts

- Intro and Outro music
- Write a consistent opening and closing for your content/show
- If you have ads, keep them brief and hopefully relevant

- Edit!!! Take out ums and uhs and long pauses, make it sound as good as you can
- Use excellent equipment, including a pop filter for plosives (Ps and Bs)

Live broadcasting (Periscope, FB Live or Instagram Live)

- Follow general guidelines for videos, but obviously there is no editing or music, etc.
- Still pay attention to lighting and sound
- Still use a tripod whenever possible—Gorilla Pod is portable and easy to make anything work
- Consider the view of what is showing immediately when you Go Live... make it nice! Then switch to selfie mode after that if needed
- Whatever you show the audience in writing on a paper or iPad, etc. may appear BACKWARDS if you are in selfie mode with your camera. Test this before you go on the air.
- Optimum time is about 15 minutes to gather viewers and provide enough content.
- Ideally have someone do the camera work for you if possible and help you with telling you who is commenting and asking questions.
- Consider whether a recorded and uploaded video would be better than a Live broadcast. Comments and such can be handled better (on Facebook) if it's uploaded.

Press Releases

- Logo in header
- At the top: "FOR IMMEDIATE RELEASE" with date
- Headline in bold that is compelling and newsworthy (answer why should they care?)
- First paragraph starts with the originating city in bold with a dash: **Austin, TX** – For the first time in history...
- Body should include keywords for search
- Should include a quote from you and a quote from a partner involved if applicable
- Include compelling statistics and interesting facts, help write the story for them
- After the body of the press release, include "About (your company name)" with a few sentences about your company and contact information for your press contact (you or your PR agency here with phone number). Include website and social media info. Do this "About" section for each company involved in the release.
- End press releases with three hashmarks on a line by itself to indicate the end (###)