

Tame the Content Beast

DON'T LET
CONTENT CREATION
EAT YOU ALIVE

YOUR OPINION,
ALTHOUGH INTERESTING,
IS IRRELEVANT.

Enchanted Economist

LIGHTEN LOAD THROUGH
ECONOMY OF SCALE

Always think of at least five ways to re-create a piece of content. Do this before you create each new piece to ensure that it is truly reusable.

Buyer Brute

GET THE BRUTE FACTS
ON YOUR BUYERS

Talk to your buyers and understand their problems. This is what separates a company with so-so content from one that creates materials that truly resonate.

BUG, BORROW,
STEAL

Borrowing Bug

BUG OTHERS
FOR CONTENT

Buyers value quality external content. As long as it is useful to your buyers, consider using it. (Of course, give credit where due.)

Venus i-Trap

LOOK FOR TRAPPED
INVENTORY

Find the jewels that can be repurposed on existing network drives, laptops or even rarely visited web pages.

Calendar Creature

FIND COMFORT IN
THE CALENDAR

An editorial calendar prevents last-minute scrambling and ensures that there aren't content gaps. Lay everything out to see how changes or additions affect other items.

JUNE							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30							



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Read more about managing your content [here](#).