

# 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

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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