

## EMAIL

- An intriguing subject line creates interest and can entice readers to open your email. Keep a swipe (not copy) file for inspiration.
- Tuesday morning has long been hailed as the best day/time to email, but weekends are best for click throughs. It can depend on your subject and your audience. Test, test and test!
- Clean your list regularly. Bounces, spam complaints, and too many inactive subscribers risk your good standing with internet service providers. Healthier open and click-through rates will improve your reputation with ISPs. I use and love [Aweber](#).
- Never, ever, buy an email list. You do not have permission if you haven't expressly asked for it.
- Be yourself! If you think of your audience as friends, you will be more authentic and relatable.

## BLOG POST

- Rule #1: It's about your reader. It's not about you.
- The importance of your headline can't be overemphasized. And the purpose of the first sentence is to get your audience to read the second sentence. And on and on.
- People love 'roundup' and list posts, and share them more often.
- Get negative. Posts that focus on 'biggest mistakes/products' can get more attention than those that focus on the 'best'.
- Add "Blog Maintenance" to your quarterly calendar. Check for broken links, update posts and reshare, and combine your best posts into a lead generation tool.
- This tool gives you everything from readability statistics (aim for 8<sup>th</sup> grade), to estimated read time: <https://wordcounttools.com/>

## VIDEO

- Post your video directly on the platform you're using (i.e. Facebook, Instagram). Or, put a :30 second teaser on Facebook directing viewers to your YouTube video.
- Video size and orientation varies between posting platforms. Check for preferred dimensions before posting.
- Title matters. Include keywords, tags and benefits. Don't be cute or clever.
- Use an eye-catching thumbnail (1280 X 720). Often, when doing a search, this is the main reason someone chooses your video.
- Increase views and watch time with playlists. And if you want to make great videos fast, here's my favorite [video tool](#) for ease and professionalism.

## LINKEDIN

- Keep your word count around 400-900 words. Use a clear headline and relevant hashtags.
- Whether it's a new post, or reviving an old blog, publishing articles on LinkedIn is a free and easy way to drive traffic.
- LinkedIn is different in many ways, but the same rule applies – your headline matters. Also, keep your profile up to date, and use a professional photo.
- If you aren't connected, you're invisible. Spend time building your network.
- Keywords in your profile will help the right people find you. Use competitor pages/profiles to great keywords.

## SOCIAL MEDIA

- Focus on no more than two social media platforms. You can't do it all effectively. Explore, but focus.
- Choose one platform that offers long-form content – video, blog, podcast; and one platform that offers short-form content – Twitter, Instagram, Facebook. Short form equals high engagement, long form equals high value.
- If your audience is over 50, stick with Facebook. Under 30? Instagram. Know where your target audience hangs out.
- Embrace who you are and offer a different perspective.
- Pull impactful snippets from your longer form content and create memes and infographics to share. Try [Canva](#).

## INSTRUCTIONS

Don't spend all your time creating great content, and then no time promoting it!

Use and reuse the same content by formatting it specifically for each platform.

Your email content can also be shared on your blog and as a video (long form content).

You can create memes, infographics and article snippets for social media sharing (short form content).

In my emails, I will break down each of these five elements in more depth. For more tips, go to the URL below:

<http://impactprofits.com>

# CONTENT SHARING CHECKLIST

