



# Your Content

## CHECKLIST

### *Pre-Creation Strategy*

- ☐ Define Your Content Pillars – Align each post with a purpose (educate, connect, sell, inspire).
- ☐ Know the Goal – Is it reach, saves, shares, clicks, or DMs? Set one per post.
- ☐ Identify the Funnel Stage – Awareness? Trust-building? Conversion? Tailor content accordingly.
- ☐ Know Who You're Talking To – Revisit your persona. What do they need or struggle with today?

### *Shoot Day Checklist*

- ☐ Plan 3–5 Content Ideas – Prioritise formats with highest ROI (e.g. Reels, Carousels).
- ☐ Create a Moodboard or Shot List – Helps your visuals stay on-brand and intentional.
- ☐ Prep Props & Outfits – Align colours with your branding. Add visual consistency.
- ☐ Check Camera Settings – 4K at 30fps, gridlines on, HDR off.
- ☐ Clean Your Lens – Sounds obvious, but it transforms clarity.

### *Before You Post*

- ☐ Hook Ready? – Make sure you have a visual, verbal, or text-based hook in the first 2 seconds.
- ☐ CTA Chosen? – Don't forget to ask them to take action somehow.



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### *Video Editing Touchpoints*

- ☐ Cut Dead Space – Edit out ums, long pauses, or low-energy intros.
- ☐ Captions On – Add text overlays or auto-caption for accessibility and SEO (for voiceovers).
- ☐ Keep It Punchy – Watch back. Are you bored? Cut what doesn't add value.
- ☐ Export Settings – 1080p x 30fps for Instagram best clarity.

### *Photo & Aesthetic Checklist*

- ☐ Brand Consistency – Match tones and colours to your brand palette.
- ☐ Increase Sharpness – Just +20% before uploading makes a huge difference.
- ☐ Stick to 2–3 Filters – For a consistent and recognisable aesthetic.

### *SEO + Engagement*

- ☐ Use Keywords – In captions, spoken words (Reels), and on-screen text.
- ☐ Name Your Files Intentionally – (Pinterest or YouTube)
- ☐ Reply With Words, Not Just Emojis – Adds SEO weight to your comment section.



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### *Equipment Checklist*

- ☐ Phone or Camera Charged – No last-minute battery panic.
- ☐ Tripod or Phone Stand – For stable, professional-looking content.
- ☐ Wireless Mic – Clean audio makes a huge difference (even for Reels).
- ☐ Ring Light or Clip on Light for your phone – Always check for shadows and lighting direction.
- ☐ Reflector or White Foam Board – To bounce light and soften shadows on your face.
- ☐ Portable Backdrop or Clear Background Space – No clutter, just brand vibes.
- ☐ Extension Cable or Power Bank – Especially if you're filming multiple videos in one go.
- ☐ Bluetooth Clicker – For hands-free shooting or snapping photos solo from afar.
- ☐ Cleaning Cloth for Lens – A clean lens = instant video quality boost.