

Content Marketing That Actually Works

Action Checklist

Ditch the noise. Get seen. Build a magnetic agency.

✓ Audit Your Content (Before You Make More)

- Review your last 5 pieces of content
- Ask: Did this get seen? Did it support a sales goal?
- Trash anything that exists just to “check a box”

✓ Refocus on What Actually Matters

- Pause your content calendar for one week
- Brainstorm 5 real problems your best clients face
- Turn those into high-impact topics worth publishing

✓ Connect Content to Revenue

- Take 1 blog or post and rewrite the headline + intro
- Make it obvious how this ties to a service you offer
- Add a CTA that opens a conversation, not just clicks

✓ Promote Like It's Half the Job (Because It Is)

- Choose one strong piece of content you already made
- Promote it 3 ways:
 - Email it to your list
 - Post a quote from it
 - DM it to someone it helps
 - Track how many new eyeballs it gets

✓ Get Ruthlessly Specific

- Write 1 piece this week that speaks *only* to your ideal client
- Be clear, direct, and a little uncomfortable
- Skip the fluff. Say what your competitors won't

✓ Publish Less, Promote More

- Choose one quality post to focus on this week
- Spend 50% of your time creating it
- Spend 50% promoting it — minimum

Ready to stop spinning your wheels and start publishing content that pulls its weight?

[Book a call with Content Catalyst](#) and we'll build it for you.