Human-Powered, AI-Assisted

Content Checklist

AI Prompt Checklist

SPECIFICATIONS

- What type of content do you need? Blog article, website copy, email?
- Do you have minimum or maximum requirements for word count?
- Do you have formatting preferences or needs? Headings, subheadings, lists?

AUDIENCE

- Who is the target audience or buyer persona for this piece of content?
- Where are they in the buyer's journey? (awareness, consideration, decision)
- Does your audience have specific needs, goals, or challenges in this moment?
- Does your audience have preferences, in terms of style, structure of information?
- Are there any copy "don'ts" for your audience? (Ex: too much jargon, too technical)

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AI Prompt Checklist

STRATEGY

- How, when, and where will the content be used?
- What is your goal or overall objective with this piece of content?
- Who is the author? A specific person? Your brand as a whole?
- What is your call-to-action for your audience? What are their next steps?

EDITORIAL STYLE

- What narrative voice should be used? First, second, or third person?
- How should your content sound? Authoritative, empathetic, conversational?
- How shouldn't your content sound? Too informal, overly polished?

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AI Prompt Checklist

RESOURCES

- Do you have brand voice or content style guidelines you can provide/attach?
- Do you have a [messaging strategy](#) you can provide/attach?
- Do you have source material (outlines, transcripts, etc.) you can provide/attach?
- Do you have examples you can provide/attach for formatting or structure?
- Do you have examples you can provide/attach for style or voice?'
- Do you have a list of words or phrases you don't want used you can provide/attach?

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Does My AI Prompt Have Enough...?

HUMANITY

- Is this how I would talk to another human being?
- How would another human receive what I'm saying?

CLARITY

- Are my instructions clear, concise, and direct?
- Am I using too much jargon or complex language?

CONTEXT

- Did I make the who, why, what, and how of my content request clear?
- Did I provide enough examples or direction for execution?

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Finally, Ask Yourself ...

IF SOMEONE GAVE YOU THIS ASSIGNMENT (AS WRITTEN)

- Would it make sense to you?
- Do you have enough information?
- What follow-up questions would you have?
- Would you be able to immediately get to work?

"I cannot overstate the value Sidekick Strategies has added to my business. Of course, George and his team are technically skilled, but their gift of truly understanding the business and providing insightful marketing advice amazes me. Sidekick Strategies grows revenue."

— **Mark Newton**

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Questions?

Want to learn more about how to fully integrate AI into your strategic content operations? Or do you have meatier HubSpot and inbound challenges you need help with?

Reach out. I'm here.

george@sidekickstrategies.com

You can also schedule time with me directly on my calendar.

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