



A Work1099 Resource

Post Selection

Quality Control Checklist

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How To Use This Template:

- Every time you do the *Daily Sifting Process*, use this Quality Control Checklist to quickly sweep away sub-standard posts until only the best remain.
- As your knowledge of copywriting, marketing, and effective content strategies grows, expand this checklist to include other criteria. By doing so, you can finesse this process so you can quickly find exactly what you're looking for *specifically* for your marketing strategy. To do so, use the editable .docx version of this checklist included with this product. Then print a new copy of the checklist.

Introduction

By using this quality control checklist in conjunction with the sifting process, **you'll be able to quickly sort through a large number of posts in minimum time**, ending with only the few, highest quality ones to use for your website.

Needless to say your own knowledge of your business's marketing strategy and your knowledge of your market will also greatly help you quickly find the most appropriate content to share with your website visitors.

When following this sifting process (using this Quality Control Checklist to guide you), be liberal about deleting posts that do not meet your standards. Remember, you're looking for only the best, so don't feel pressured to settle for less.

For now, just get started using this checklist below. It intentionally only includes the *two most important questions* you can ask yourself to determine a post's value to you. Simple and effective.

If you need more details about the process this checklist accompanies, look at the process map for the sifting process or at the detailed instructions in the companion manual.

The Checklist

- Does this fit with my content strategy and marketing of my business or website?

If the answer is no, dump it.
Otherwise, save it.

Simply put, if you share posts that fit with your existing branding and marketing, the posts will **reinforce** and **strengthen your message**. Especially, if those posts are from **well-known authority sites**. If you share posts that go against your marketing message, on the other hand, it may have the opposite effect.

- Is it likely that more than 1 out of 3 visitors to my website will love this post?

If the answer is no, dump it.
If the answer is yes, save it.

The idea isn't to be a mind-reader. Make your best judgment, even if you don't yet know your market well.

Also, if you're on steps 1 or 2, do NOT give into the temptation to

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click and read further in order to answer the question. Base the decision entirely off of the title for pass 1, and the abstract or first 2 paragraphs for pass 2. The same applies for all items on this checklist, and all you may add in the future.