

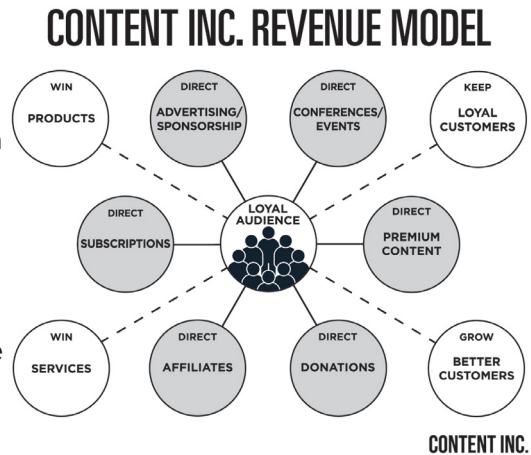


A Content Entrepreneur Checklist

A content entrepreneur is someone who creates content to grow an audience, and eventually makes money from that content they develop. Content entrepreneurs are building a content business, not using content as a marketing tool, side gig or hobby. Successful content entrepreneurs also possess a certain number of traits.

A content entrepreneur:

- Focuses on one core platform then diversifies**
Don't be tempted to launch with many platforms. Stay focused and [refine your expertise in one platform](#) until you master it before diversifying. You want to be great on one channel rather than mediocre on many.
- Has a goal of multiple revenue paths**
There is nothing wrong with having only one source of revenue, especially while beginning your business. However, the most successful content entrepreneurs have multiple sources. Set a goal to reach six or more revenue streams.



- Is consistent**
Consistency is the great hallmark of a successful content entrepreneur. It allows you to set expectations for your audience. Whether you publish an Instagram channel or an email newsletter, the content needs to be delivered on time and as expected. Consistency is key!

- Is patient and keeps the long view in mind**
Making the decision to become a [content entrepreneur full-time](#) can be daunting. Building a content-focused business takes time to work and be successful. Most don't blossom for a year or two and it can take up to nine months to see your first dollar. Do not get discouraged. The payoff in the end can be huge.



Successful habits of a content entrepreneur:

- Knows the target audience**
You know who your [audience](#) is and what they want, need, and desire. Your content is created to solve or fulfill their pain points or interests. Your content answers some unmet desire or questions your audience has.
- Develops and maintains a content mission statement**
Your [mission statement](#) is your reason for the content's existence. This mission statement will help you focus on your audience and what you are delivering to them. It is your why.

- Has a defined content tilt**
The [content tilt](#) is your differentiation factor. How are you going to stand out from the crowd? You need to find an area of little or no competition to draw in your audience.
- Moves social audiences to more controlled audiences**
Social media channels can be great places to build your digital footprint and followers, but you do not have control of this audience's data. You can leverage these social channels, then move those to your [owned platform](#) such as a website, event, or e-newsletter.
- Sets daily and long-term goals**
Establish goals – for your business, audience, and yourself. Long-term goals give your business direction and purpose. Daily goals allow you to accomplish the many small steps necessary to meeting your long-term goals. Plan each day with achievable daily goals. Be willing to adjust your long-term goals on a regular basis.
- Has listening posts set up for feedback**
Set up listening sessions to get as much feedback from a variety of sources as possible so you can identify your content tilt and make sure it's an opportunity for you to differentiate. It also allows you to truly discover your customers' needs.
- Isn't just busy**
Make sure that the work you are doing is productive. Evaluate each project and piece of content to ensure it is contributing to your goals and provides value to your audience. Being busy is not the same as being productive. By focusing on meaningful things we need to do to be successful you actually achieve more.
- Sets and meets deadlines**
Set deadlines for project and content completion. Setting deadlines and consistently meeting them increases productivity and effectiveness. It also contributes to the consistency of your content. Develop a content or editorial calendar and map out deadlines for all parts of your content creation process.
- Commits to not using the word "but"**
Using the word "but" in a sentence represents an excuse, cop-out, or negativity. When you give positive feedback and then say 'but' it negates everything you said before it. It stifles originality and creativity. Create an environment of positivity. Try using the word "and" instead. Give positive feedback and then follow up with a way to improve tying the two together with "and."
- Stays current in their niche**
To stand out, you must be an expert in your field. Stay current with the news, do research, and talk to people in your content niche. Read as much as you can on the topic. Become a trusted source of information for your audience.
- Has a goal of best of breed**
Ultimately, for your content niche, what you are distributing is the very best of what is available. If you expect your readers to spend time with your content, you must deliver them amazing value.