



The Idea

What's the general idea?

What's the headline?

How would you explain what it's about to your friends?

Who's the target audience?

Why will they care?

What are the goals for this piece?



The Checklist

Note: You do not have to say yes to every question below, but you need to at least know where the weaknesses lie. You should then determine how critical the weaknesses are likely to be to the success of the piece, and explore what steps you can take to mitigate the weaknesses.

Simple

- Is the idea quick and easy to explain/understand?
- Will it be presented in a way that's easy to grasp, e.g. not big numbers or abstract concepts?
- Is this the right format for this content, e.g. if it's a visualisation, does the visual aid understanding?

Different

- Is there something surprising or different about this?
- Are you providing something they can't find elsewhere?

Credible

- Are you using a credible data source?
- Is the data and methodology sound?
- Is it credible coming from this company?
- Does it avoid appearing too self-serving or promotional?
- Can you go to the appropriate level of detail?
- Can you get an expert involved?

Interesting

- Does it have a strong headline with a hook?
- Do *you* find this interesting?
- Can you tell people about it with conviction?
- Have you spoken to people about it? Can you get them interested?
- Can you find 10 target sites in 10 minutes?
- Have they linked to content that leads you to believe they would link to this?
- Have you sought feedback from PR and Outreach?
- Have you sought feedback from bloggers or journalists?
- Have you written the outreach email?

Timely

- Does this tie in to current or upcoming events?
- Is there a PR hook?

Possible

- Is the data or info available?
- Is the data in a consistent and usable format?
- Are we using a manageable number of data points?
- Can we do this within the time and budget?
- Do we have all the skills required to deliver this?

Shareable

- Will people look good sharing this?
- If it's interactive, will it work well as a static embed too?

Strategic

- Does this piece lend itself to a series?
- Does it fit with the company and their business offering?
- Does it fit with their customer interests?