

BLINK

Simple content
marketing rules



WHY IS THIS BOOK NAMED **BLINK**?

It's more about creativity than logic.

You can read each page without blinking, and when you close your eyes while you're skimming through it, you can reflect.

A SECRET TO CREATING GREAT CONTENT

What?

Okay, the secret to creating great content is to make it fun and easy to consume (and to not make people tilt their head).

You look odd BTW.



Ready .

Set .

Glow .

Short content.

Good content.

**Give without
expectations.
Actually.**

**Don't fool the
audience.
Be honest.**

Be different.

**Don't waste time.
Get to the point.**

**When you feel
like an idiot,
research.**

**Perfection
kills the
creator.**

**If you think
there's
something
wrong,
there is.**

**Start with
grace, end
in style.**

Get real.

**Experiment
when it works.
Experiment
when it doesn't.**

**Make usefulness
a priority.**

**Be
memorable.**

**Ultimately,
you're creating
for humans.**

**Show them
who you are.**

Earn loyalty.

**Follow your
instincts.**

**Free your
craziness.**

**Whatever
exists, can
be refined.**

**Create
responsibly.**

**Simplicity
rules.**

**Measure
and reflect
often.**

**Ask for
help.**

Show up.

Tell stories.

**Stir
emotions.**

**Humility
helps.**

Listen.

The content marketing tip here has gone for lunch.
... *Bad joke.*

THE END.

CREATED BY

A blog which almost doesn't exist.

It's striving for it's existence, and yet serving the best as per its capacity.

Good marketer, (bad) aspiring businessman, the owner is seeking some back up and sponsors. Help him if you can help him with his 'experiments.'

Ask him for help if you need it.

Peace.

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