

Skill	Purpose	Importance (1-10)
Credibility	If your site visitors don't believe your claims, you've lost – at a minimum – one customer. Do your research and use credible sources!	1
5W1H	Journalists use the five Ws and an H to gather information and tell a story: Who, What, Where, Why, When, and How.	2
Clarity	A proper source of information will provide the level of clarity you need for your content.	3
Storytelling	Your product or service should aim to tell a compelling story. If you want to sell, you must tell (a story).	4
Editorial Process	Adhering to a robust editorial process is a good skill to have and help ensure content quality.	5
Balance	Your content should be focused like a laser on your customers' needs and wants. It's about <i>them</i> , not you.	6
Deadlines	Deadlines are vital to ensuring content is created on a schedule that has the most impact.	7
THE Voice	The only way you can use the proper voice is by understanding your audience.	8
Focus	Content creators must stay focused when juggling researching, interviewing, writing, editing, and submitting content.	9
Content Calendar	A content calendar is a game changer and life saver that keeps you on track as you roll out your content throughout the year.	10