VBM STRATEGY

Your Foundational Content Checklist

Build your foundation first, then put it to work everywhere your organization shows up. Use this checklist to tackle it on your own, or let VBM Strategy build your library with your team and roll it out for you, so nobody starts from a blank page again.

LET US BUILD IT WITH YOU →

PART 1

Build your Foundational Content Library

Create and approve these pieces with your leadership and marketing team or your VBM Strategy Content Writer first.

- ☐ **Primary descriptor.** One clear sentence that says what you do and who you do it for.
- ☐ **Elevator pitches.** A one-liner and a 30-second version anyone on the team can say out loud.
- ☐ **Problem and impact statements.** Your audience's challenges, in their words, and what those challenges cost them.
- ☐ **Value proposition and differentiators.** Why your approach is different and the outcomes people can expect.
- ☐ **Voice guide.** How you sound, the words you use, and the ones you avoid.
- ☐ **Credibility anchors.** The proof points, results, and stories that back up what you say.
- ☐ **Call-to-action vocabulary.** Your approved asks, from a soft "let's talk" to a direct "book now."
- ☐ **Messaging quick reference.** A one-page version for your team, your ad agency, and any vendor who writes for you.

PART 2

Put your foundation to work

With your library approved, review each of these and update it to match.

WEBSITE

- [ ] Homepage messaging
- [ ] About page
- [ ] Service or program pages
- [ ] Lead magnets and downloads
- [ ] Calls to action, using your approved CTA vocabulary

MARKETING

- [ ] Blog and newsletter topics built around your core problems
- [ ] Email campaigns and automations
- [ ] Social media messaging and templates
- [ ] Video scripts and case studies

AI AND CONTENT CREATION

- [ ] Load your foundational content into your AI tools
- [ ] Build a custom assistant that uses your messaging and voice guide
- [ ] Use the library as source material for every new draft

SALES AND BUSINESS DEVELOPMENT

- [ ] Walk the sales and BD team through the key messages
- [ ] Proposals and pitch decks
- [ ] Networking introductions and speaking presentations

INTERNAL ALIGNMENT

- [ ] Share the quick reference with every department, your ad agency, and vendors
- [ ] Add the library to new employee onboarding
- [ ] Review the messaging with leadership at least once a year

Want help building your foundation?

A Marketing Blueprint gets leadership and marketing on the same page. Then we build your library together.

SCHEDULE A CALL