The Balsamiq Marketing Checklist

- **Goal**
  - ☐ what's the piece's main goal? Informational, inspirational, or...?
  - ☐ how does this help rid the world of bad software?
  - ☐ which of our personas is this useful for?
    - ☐ how does this make them more awesome?
    - ☐ can we make them feel smart by reading it?
  - ☐ does this even need to exist at all, or is it noise?
  - ☐ is it as short as possible without losing information and tone? (respect people's time)

- **Medium and Channel**
  - ☐ what is the right medium for this message? For example, should it be a video instead of a blog post?
  - ☐ does it have a picture on it, preferably with a face on it? (no stock photo, and don't be shy with our own faces)
  - ☐ what's the best channel for this content?
  - ☐ how can we improve its chances to reach the right people?

- **Tone: *does our personality shine through?***
  - ☐ does it do it in a non-humblebrag, non-condescending and non-contrived way?
  - ☐ is it honest, authentic, humble, transparent, witty, endearing, cute, delightful?
  - ☐ does it show the bad with the good? does it show our current challenges?

- **Invite Conversation**
  - ☐ does it speak to our community as peers?
  - ☐ does it mention members for our community, and thank them for their input?
  - ☐ does it ask for help and invite conversation?

- **Timing**
  - ☐ is it time-sensitive? Does it need to be scheduled?
  - ☐ is it timeless, or is its impermanence made explicit?
    - if it's meant to be timeless, don't use numbers
    - if it's not, write it down "this is our current thinking, which might change"

- **Take it to 11**
  - ☐ how can we possibly make this less about us and more about them?
  - ☐ how can we take this to 11? How can we make this "best of the web"?

- **Housekeeping**
  - ☐ how does this fit with the rest of our content? What pages should link to this? How should this be highlighted?

Life's too short for bad software! ☺