WORKSHEET

Overall checklist

What it is for: The whole path on one page
From chapter 8: At a glance

	STEP	WHAT YOU DO	CHAPTER
☐	**Recognise**	Take both self-tests, note the size.	1
☐	**Goal**	Fill in the project profile, goal in one sentence, agree it with the client.	2
☐	**Topics**	Choose a few starting topics, give each a responsible person.	2
☐	**Framework**	Clarify data protection, body, interviews, industry requirements.	2
☐	**Baseline values**	Measure one or two numbers before anything changes.	2
☐	**Roles**	Role plan with names and deputies, then assign permissions.	3
☐	**Structure**	Define categories and tags and write down the rules.	4
☐	**Content**	Answer the newcomers' twenty questions: by interview, with the AI generator or written by your team.	4
☐	**Approval**	Play through the path from draft to publication once, completely.	5
☐	**Pilot**	Small group, real tasks, fixed end, test accounts for each audience.	5
☐	**Go-live**	Checklist fulfilled, accounts created, announcement sent.	5
☐	**Support**	Reply quickly and close gaps for two weeks.	5
☐	**Operation**	Editorial plan in three rhythms, review date for every piece of content.	6
☐	**Report**	After 90 days one page for the client, then every quarter.	7