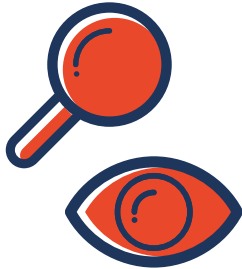


# Content Ready Guide

## The Intent

Proceed through this guide if you intend to pay for professional communications and/or creatives services while paying the least amount necessary.

STEP  
1



STEP  
2

## The Research

Gather and organize all elements essential to the project and then put the excess in a separate pile.

## The Ideation

Assess each element still in the essential pile for how it helps capture your brand, voice. Add to the excess pile if necessary - never add to the essential pile. Be tough on the content.

STEP  
3



STEP  
4

## The Collaboration

Connect with a communications and/or creatives specialist. Give them the essentials content. Relax. The hardest part was step 3 when you honed in on the pulse of your brand, voice.

## The Production

Be accessible, enthusiastic, and adaptable. You will receive feedback, ideas, and drafts for review. If you want to pay only for professional packaging of communications and/or creatives then consider a graphic designer.

Communications & Creatives Specialists are trained to be APPROPRIATELY CRITICAL to ensure quality.

STEP  
5

