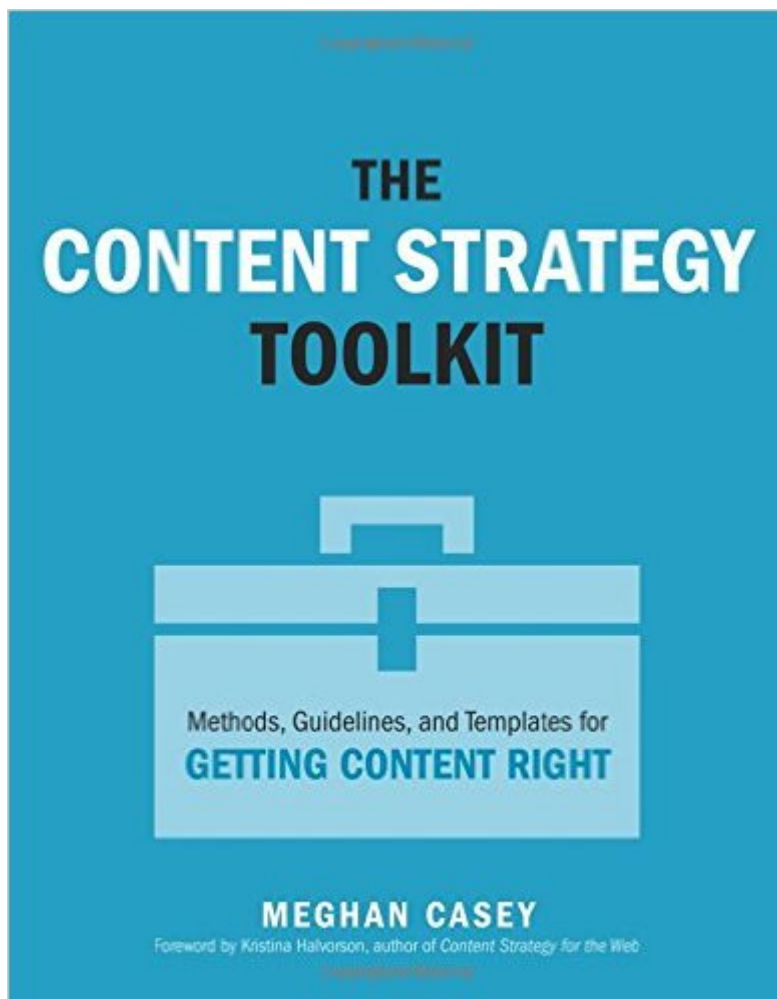# The Content Strategy Toolkit: Methods, Guidelines, And Templates For Getting Content Right (Voices That Matter)

Synopsis

In this essential guide, Meghan Casey outlines a step-by-step approach for doing content strategy, from planning and creating your content to delivering and managing it. Armed with this book, you can confidently tackle difficult activities like telling your boss or client what's wrong with their content, getting the budget to do content work, and aligning stakeholders on a common vision. Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you'll face. In this practical and relevant guide, you'll learn how to:Â Identify problems with your content and persuade your bosses it's worth the time and resources to do it rightMake sense of your business environment and understand your audienceÂ Get stakeholders aligned on business goals and user needsÂ Set your content strategy and decide how to measure successÂ Create, maintain, and govern on-strategy contentÂ You'll learn to control your content-and not have it control you.Â

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Customer Reviews

Meghan Casey's The Content Strategy Toolkit delivers what it promises: a well-structured, content-rich set of tools for content strategy practitioners both novice and advanced. I appreciate the practicality of this book. The author organizes her thoughts into a linear, logical flow, communicated in useful bullet-points, making it easy to browse and read.Casey packs her book with a workshop full of well-crafted and useful content strategy tools, including a stakeholder matrix, project kick-off

email, project team matrix, session plan and even a sample agenda.In addition to these many tools, Casey offers clear directions for mapping out stakeholders processes, artifacts and deliverables; project management guidance, including timeline, material, reporting and rhythms and a strong overview of the content inventory, auditing, and mapping process.Casey also pays close attention to the stakeholder interview process, including questions and documentation review process notes. These notes culminate in building a discovery inside workbook incorporating best practices from UX design, market research, and general business consulting.While this may seem like an overwhelming amount of material to keep under control, Casey does a good job of aligning all the parts into a strategic framework that ties everything together, from the beginning of the process through the resulting outputs and actions.Casey offers a nod to Sara Wachter-BoettcherÃ¢Â Â™s book Content Everywhere in her overview of structured content and entering content into the CMS.Her content types and components tend to be large, chunky, and high-level -- so it's at this level a high level introduction to modelling.The book does have a tendency to focus on personal and in-person outputs and processes involving sticky notes and whiteboards best suited for traditional and co-located teams, and not much guidance is offered on how to apply the same processes in distributed environments. It may be that content strategy is a full-contact sport, but the nature of business is increasingly distributed, and content strategists should be prepared to embrace various kinds of collaboration.As a content engineer, I also would have appreciated seeing more about content modeling. Casey does reference Rachel LovingerÃ¢Â Â™s article on the A List Apart website, but largely breezes over structured content and content modeling. Content strategists should embrace and understand content modeling as a core competency, even though content engineers should ultimately own and maintain the content model in collaboration with IT and development stakeholders. The content strategists who are equipped to natively understand and be able to contribute to content models will do their clients great service by contributing to content reuse structure.Casey wraps up her book with a very helpful outline of content governance, editorial management, and other content maintenance topics. She also provides a list of all the tools used in the book, though I wish she had also included additional references to third-party materials and resources for students.All in all, I give The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right five stars, because I believe it to be a practical, essential part of a content strategy bookshelf, and a strong orientation to anybody getting into the field. For other content strategy tools and templates, you might also check out the freely available tools from the Content Strategy Alliance. Those tools are helpful, but the context provided by Meghan CaseyÃ¢Â Â™s book is invaluable for any student of content strategy.

This is a really cool book. It's useful for both newer content strategists who are looking for an overall roadmap of the process of a project, and also for more seasoned professionals who'd like to dip in to specific chapters for new ideas, tips, or tools. The tools that come with the book are awesome, too - I recently used the plan for the Objective Alignment Session in a large project kickoff, and the results were great.I would definitely recommend this book to everyone working in content strategy (or even with content strategists). It's comprehensive, written in an easy, conversational tone, and chock full of great ideas.

Practical and useful. I have been applying some of the techniques and insights in my work. Ms. Casey is also a terrific instructor/speaker in-person. I was fortunate to have taken a full-day course with her and got a lot out of it.

The Content Strategy Toolkit illustrates in easy to understand terms how to write better content, and how to get people to engage more with the content that you write.The book takes you from the beginning to end of how to write content. From evaluating what is wrong with your original content, to how to structure your content so that it illustrates effectively the point you are trying to get across so that your content stands above others.Each chapter is laid out with a clear objective, and the relevant tools that are required are shown, along with clear instructions on how to use the tools.Meghan is a real world practitioner of content writing and so the skills and experience she imparts are taken from real world examples and examples that are proven to work This is shown in the way the book is written with the depth of understanding and the tools and techniques used.This book will benefit a wide range of people from those who are seasoned content writers to those who are just setting out on writing content by introducing the skills required for content writing, and helping improve the skill set of existing content writers.The skills I have gained from reading this book can also be turned to other areas of my profession, as the methods for evaluating and reasoning why content is not reaching itâ Â™s intended audience can be turned to pretty much any area where users have to interact with something. The toolkits can also be modified and used to help out too.This book is a breath of fresh air. Itâ Â™s not often a highly skilled content writer will impart their knowledge and â Â ˆbest secretsâ Â ™ to help to improve the game of others. In this case, this is exactly what Meghan does. The easy to read style, and informal manner of the text kept me hungry and wanting to do more. It has pushed me to better my content writing skills, and also to be able to offer constructive criticism of others who ask my opinion.The best part of this book

are the templates that can be used, and by following these templates you will soon find yourself not only writing better content, but finding it easy, more structured, and a joy to do so. The guidelines that Meghan has are real world examples, and she has cited the sources and references so that you understand each of the guidelines and templates are not the thoughts of an individual, more they are the best available methods to help write content that delivers the results you want.The book covers the many different ways of writing content to achieve different results and as such it is a very valuable resource for content writers, creatives, and even people who create things for others to use. I cannot recommend this book highly enough as it will not only change the way you write your content, but also the way in which you view the content written by others.

I have read most of the available books on content strategy. I've enjoyed all of them and benefited from their advice when working on site redesigns and migrations. Yet, I still longed for a resource that more effectively combined practice information with the tools and tactics underlying the strategy.Meghan Casey's book is exactly what I needed. She explains each process step concisely but thoroughly. She suggests variations based on available time, budget, and resources. She then says "now download and use Tool X at [URL]." Where appropriate, she sometimes recommends that the same or slightly altered version of a tool be used again in a later step.I enjoyed Meaghan's conversational tone. Reading this book is like having a coach. Even if you have a zillion books on content strategy, I recommend that you add The Content Strategy Toolkit to your library.

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