

Flexiana

Checklists

From the book: Show Your Work! Book by Austin Kleon

Create a work journal

When: In the beginning

Who: Person responsible for showing the work

- What will be your types of content (video, photos, notes, long texts, audio recordings)? Pick an app (see: OneNote, Evernote, Bear app, Obsidian.md, Notion, Drafts apps)
- Check it is simple for you to capture all types of contents
- Try to share it to a place where you will edit your content
- Setup a calendar event to remind you to share something daily

Content curation & creation

When: Every time you need to prepare content for sharing, ideally every day

Who: Person responsible for showing the work

- Work through your work journal
- Work through your sources of inspiration
- Work through things you learn
- Pick the best thing
- Prepare some content (edit it, publish it)
- Publish & share with your scenius and your audience

Find ideas for a content

When: Every time you don't have an idea what to share

Who: Person responsible for showing the work

- Teaching(Reading list, Tutorials, Pictures you've saved, Texts you've saved (Pocket, Instapaper, bookmarks), Videos you've saved (YouTube, SkillShare, etc.)
- Your sketches
- Work in progress
- Pics of the studio
- Your influencers
- Your inspiration
- Your tools
- Your methods
- Your results
- Things you've learned
- Impact of your previous work

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Pitch preparation

When: In the beginning & every time you or your organization's scope changes.

Who: Everybody

- What is your work, who do you deliver value to, and how
- Make sure it's true and honest
- Simplify it
- Simplify it again
- Learn it

Contact list maintenance

When: In the beginning, every time you find out your contacts aren't organized

Who: Person responsible for showing the work

- Who are your friends, peers, heroes and advisors you know and who want to be on the newsletter? Add them.
- Who is there for no reason? Remove them.
- Who is toxic to you? Remove them.
- Who is a potential client, influencer, vendor, colleague or friend? Ask them if you can add them.
- Who have you met in real life,? Ask them if you can add them.

Scenius Mapping

When: In the beginning, when the work scope changes or when the scenius is outdated

Who: Person with a domain knowledge

- What do you do?
- Which people are your vendors, clients and peers?
- Which people are your heroes, inspirations and teachers?
- Where do all of these people hang out?
- Subscribe to all these channels (soc.networks, forums, communities, etc.)
- Fill in your pitch
- Choose what kind of content will be shared in a given channel
- Write it down so sharing is trivial for you

About Flexiana

We help companies improve and build digital services - **We are The Service Builders**. We provide quality and professional full-cycle applications, web applications, mobile applications and custom software. We specialize in solving real problems and using opportunities to increase customer satisfaction and gain new customer groups, from idea to long-term cooperation. Drive and dedication have ensured Flexiana has delivered true value to business since 2016. Our values are Craftsmanship, Transparency, Autonomy, Diversity, Remote and Agility.

To deliver consistently, we have lots of things, for example, checklists like these ones. To deliver the best practices, we read, we process information, we discuss and share and teach. And to improve continuously, learning, teaching, processing and building knowledge is an integral part of our operations.

Get more checklists, insights and experiences for free on flexiana.com