

Metrics Are What You Get From Creating Content, Not *Why* You Create It

But we easily forget that. Here's 7 Reasons For Content Creation (Beyond Metrics)

1. Exemplify The Quality You Expect Of Yourself And Your Clients

Walk the talk. Prove success and *show* people the type of content that you believe works.

2. Demonstrate Your Deep Knowledge And Understanding

People aren't mind readers. They don't know what you know. Tell them.

3. Get People To Feel Like They Know You

Use content as an opportunity to show you're human.

4. Don't Just Broadcast, Converse

The web is a two-way street. Don't fight that.

5. Create Content To Learn

Teaching is the path deep learning.

6. Stop Repeating Yourself

Answers common questions.

7. Teach & Give

... you shall receive.

Print and affix this to your fridge, cubicle or [Trapper Keeper](#) to remind yourself that content is more than metrics... and to get yourself "unstuck" from that trap.

[Read the full post here](#)