

PUT YOUR S.T.A.M.P. ON YOUR CONTENT

Help your content create contrast, curiosity and connection by answering these five questions centered on humanizing the communications.



Self-Awareness

Does this benefit me more than the audience?



Two-Way Communication

Does my message sound conversational or dictatorial?



Adaptability

Is the content aligned with modern trends?



Meaningful Language

Does my content communicate in ways that sound human?



Predictive Language

Have you considered the possible reactions from the audience?