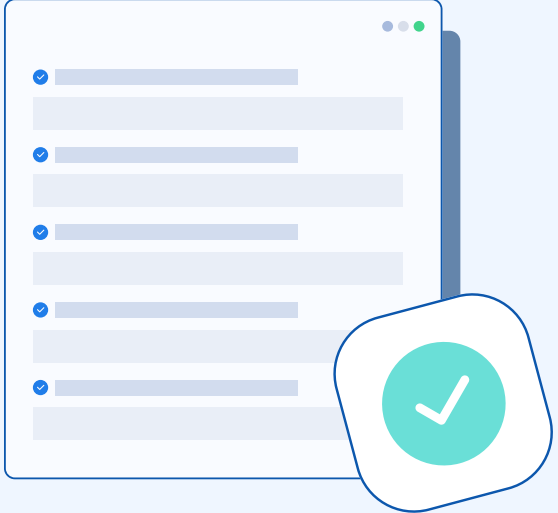


# 12-week Content Atomization Implementation Checklist



This implementation checklist breaks down the SCALE framework into phases so you have time to learn, implement, and optimize your processes without doing everything all at once.

**Weeks 1 to 3: Strategy and creation phase**  
**Goal:** Set up your foundation, and create your first complete atomized content series.

**Week 1: Foundation setup**

☐ Audit your existing content library for three to five potential pillar pieces that meet the readiness criteria.

☐ Choose three to four priority channels based on where your audience actively engages

☐ Set up tracking systems for the metrics outlined in the Evaluate step

☐ Choose your strongest, most comprehensive piece for your first atomization cycle

**Week 2-3: Content creation**

☐ Apply the complete SCALE framework to your selected content

☐ Create four to eight atomized pieces using the content atomization template

☐ Focus on quality and learning the process

☐ Prepare your strategic distribution cadence of every three days or every week

**Weeks 4 to 7: Launch your atomized content pieces**  
**Goal:** Distribute your content.

☐ Publish your atomized content series according to your schedule, which could extend until Week 7 depending on your cadence and pieces

☐ Monitor initial performance without making any changes yet

☐ Note down any distribution challenges or channel-specific issues

☐ Focus on execution and distribution, not optimization

**Week 8: Data collection and evaluation**  
**Goal:** Gather performance data and evaluate your atomized content series' performance.

☐ Collect performance data

☐ Complete the Evaluate checklist from the SCALE framework

☐ Calculate your content atomization ratio

☐ Compute your reach and conversion improvements

☐ Identify your highest-converting formats and channels

☐ Compare time investment and results against your previous content approach

**Weeks 9 to 12: Process improvement and integration**  
**Goal:** Refine your approach and integrate successful elements into your content processes.

**If your atomized content series showed improved conversion rates:**

☐ Customize existing templates and checklists based on what works best for your business and audience

☐ Focus your atomization template on your proven winners

☐ Eliminate content formats and channels that didn't perform well

☐ Create an integration plan of the SCALE framework into your regular content calendar

☐ Consider running a second content atomization series for further optimization

**If your atomized content series didn't show improved conversion rates:**

☐ Analyze which specific elements didn't work (content quality, channels, formats, or number of atomized pieces)

☐ Document lessons learned for potential future attempts

☐ Consider running a second content atomization series with major adjustments from lessons learned

☐ Consider other marketing strategies that deliver better results and ROI

**Success milestones and decision points**

☐ **Week 8:** You know whether atomization works for your business

☐ **Improved conversion rates:** Create another content atomization series to improve your process and integrate the SCALE framework into your workflow

☐ **No improvement:** Consider modifications or selective application, or focus your efforts on other strategies

☐ **Week 12:** You have a clear path forward based on real performance data

☐ **If you see positive results:** You have refined templates and processes ready for ongoing implementation

☐ **If results were mixed:** You understand which elements work for your business and which don't

☐ **If results were negative:** You have valuable data about what doesn't work and can confidently pivot to other strategies