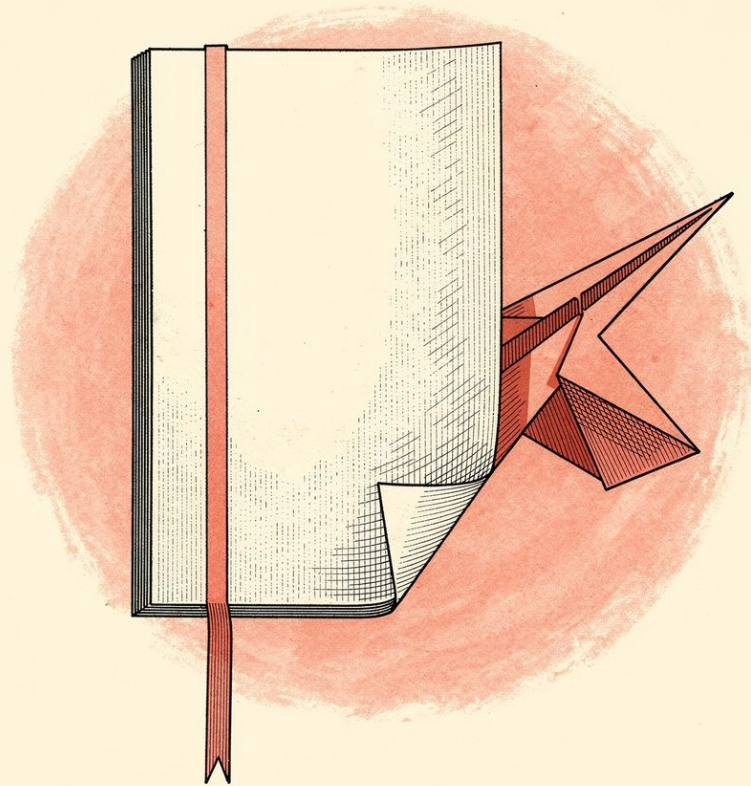




FRAMEWORK

Bookmark-Worthy or Forward- Worthy

The editorial bar

THE PROBLEM

Most content calendars are governed by a number.

Eight posts a month. The number is easy to agree on, easy to report against, and completely indifferent to whether any of it was worth making.

**Nobody can say no to a bad
idea, because saying no
means missing the number.**

THE BAR

Every piece earns a save, or earns a send. Anything else doesn't publish.

Bookmark

Reference value. They'll need it again, so they save it. That behaviour is what compounds into search visibility and AI citation.

Forward

Social value. Sending it says something about the sender. It travels because passing it along is self-expression.

Part 01

What clears each bar

Would somebody do this work themselves and be annoyed they didn't find it first?

- 01 The complete version of something that exists elsewhere only in fragments
- 02 A calculator, template, checklist or specification
- 03 A decision framework for a choice they actually have to make
- 04 A benchmark set they'll measure against next quarter

FORWARD-WORTHY

Does sending this make the sender look sharp?

- 01 A conviction stated plainly enough to be quotable
- 02 A number that reframes something they assumed
- 03 Language for a frustration people already have
- 04 A name for a thing everyone recognizes but nobody had a word for

Part 02

The dead zone

COMPETENT AND USELESS

Not useful enough to save. Not sharp enough to send.

- 01 “5 Benefits of X” → make it a benchmark with real numbers
- 02 Product roundup → lead with the decision behind the update
- 03 “2027 Trends” → take a position that could be wrong
- 04 A good explainer of a familiar topic → go deeper, or don't publish

**Competence isn't a reason to
save something.**

Part 03

Using it

A GATE, NOT A GENRE

One required field on every brief.

Which job is this doing, and why will it succeed at that job? “It's useful” fails. “Our buyers rebuild this spreadsheet every quarter and there's no good public version” passes, because it names the saving behaviour.

The real value: a defensible reason to say no.

Killing an idea for being weak is a conversation about taste, and taste loses to seniority. Killing it for clearing neither bar is a conversation about criteria, and criteria hold.

WHY DOING BOTH IS RARE

The two bars pull in opposite directions.

Bookmarking rewards completeness. Forwarding rewards compression. Write the deep version, then pull the sharp claim out of it as a separate artifact.

KNOWING IT WORKS

Four signals.

- 01 Returning traffic to older pieces rises
- 02 Sales pulls specific pieces into deals unprompted
- 03 The calendar gets shorter and performance doesn't drop
- 04 Someone kills their own idea in a brief review



FROM THE SHELF

The content we regret is rarely the content we decided not to create.

ANTON RIUS

LONG TAIL THINKING

Rius names the cost of indecision the decision tax. The bar exists so the argument stops being about taste.

**Earn a save, or earn a send.
Otherwise don't publish.**