

How to Find Content When You Need It

When it comes to finding content when you need it, a great source is our professional and trade magazines, journals, and/or publications. Unfortunately, weeding through each issue can be daunting. So, cut them up.

Here is what I recommend:

1. Collect your stacks of magazines, journals, and publications.
2. Tear them apart and throw the ads away.
3. Read through and/or skim the articles, noting a category at the top. (Remember, unless you're interested in the content or working on a project regarding the content, you have permission to file it until you need it – without reading it!)
4. Throw away any article with content you'll never use.
5. If one article ends on an odd page and a new article begins on its even side, make a copy of the odd side of the page so that it can remain with its article. The original page can be used for the beginning of the new article. (This is only necessary if you choose to file both articles.)
6. Staple the pages of the article together if there is more than one page.
7. Categorize the articles. Possible articles might include:
 - Team
 - Leadership
 - Human Resources
 - Ethics
 - Diversity
 - Sales
8. Place the articles in the appropriate file folder.

Note: If you're like me, 6 to 9 months go by before there is time to read or skim my collection of magazines, journals, and publications. Organizing it all at the same time saves time when filing...at least that is what I tell myself. It's a time management plus 😊

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