



# 11 SKILLS That Will Make You *Successful* In A Content Marketing Career

*You write. Many people do not.*

*You create under pressure.*

*You handle criticism and critiques.*

*You convince and sell to real people.*

*You organize and plan.*

*You understand data and trends, and act accordingly.*

*You connect with people.*

*You think visually.*

*You ask the right questions.*

*You prove your value.*

*You recycle, turning old into new.*