Swipe File Starter Checklist

A swipe file is your personal collection of inspiration—emails, social media posts, headlines, designs, and more—that you can adapt to create your own content. It's a time-saving, creativity-sparking tool that helps you write better, design faster, and market smarter.

With our premade Trello Swipe File Template, you can easily start your own swipe file today. Follow this checklist to organize your inspiration, adapt ideas for your brand, and track your content creation workflow all in one place.

Create Your Trello Swipe File

- ☐ Create a free Trello account and log in.
- ☐ Click here to open the Trello template: Swipe File & Content Planner.
- ☐ Click "Create board from template" button at top of page.
- ☐ Rename your board if desired save it to your Trello workspace.

Review & Reference:

Your Trello board contains 3 columns to plan and track your content, and 4 to capture inspiration and ideas.

These are your **planning** columns. Use these to organize upcoming content, work in progress, and completed work:

- **Content Ideas:** Move swipe cards here when you're ready to adapt them, such as when you're planning your content on a monthly or quarterly basis.
- **Drafts in Progress:** Transition cards here as you actively create new content based on inspiration on the card.
- **Scheduled / Published:** Move cards here to keep track of completed content.

These are your **content category** columns. Each includes a pre-made card template with instructions and a checklist to guide you.

- **Email Ideas:** Save email content that inspires you to help create great new emails.
- **Social Media Posts:** Add social post captions or formats you like to inspire new ones.
- **Long-Form Content:** Collect ideas for blog posts, podcasts or video content.
- **Website Copy & Design:** Store layouts, copy, or examples of website pages you like.

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Add Swipe Content to Your Board Regularly

Where to find Swipe Content

- **Emails:** Collect subject lines or CTAs that grab attention.
- **Social Media Feeds:** Screenshot ads or posts you admire.
- **Relevant Websites:** Look for headlines, product descriptions, or page layouts.
- **Pinterest or Visuals:** Save graphics or typography inspiration.
- **Customer Language:** Pull phrases or testimonials from review sites.

Add Content to Cards:

- ☐ Use the template cards in the relevant column.
  - ☐ Follow the checklist outlined on the card:
    - ☐ Add content (copy & paste, upload images & screenshots)
    - ☐ Link to the source, where applicable
    - ☐ Apply category labels for easy filtering

Use Swipe Content for Content Planning

Review Swipe Content Monthly or Quarterly:

- ☐ Look through the Email Ideas, Social Media Posts, and other swipe columns.
- ☐ Drag cards you're ready to use into the Drafts in Progress column.

Adapt Swipe for Your Brand:

- ☐ Use the card's checklist to rewrite copy and re-create visuals to fit your voice and audience.
- ☐ Add your revised content to the card description or attach drafts (e.g., Canva images or links to GetOiling Saved Replies or Blog Post drafts).

Finalize and Track Your Content

Schedule and Publish:

- ☐ Once your content is scheduled or published in GetOiling, move the card to Scheduled / Published.
- ☐ Use the Calendar Power-Up to log the publication date.

Keep Records for Future Reference:

- ☐ Include notes on performance (e.g., open rates, engagement).
- ☐ Use Trello labels or comments to track where and how swipe content performed.

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Swipe Best Practices

Swipe Responsibly:

- ☐ Use swipe content for inspiration, not duplication.
- ☐ Always rewrite and adapt copy to match your brand's voice and audience.

Focus on Quality, Not Quantity:

- ☐ Save only content that truly resonates with you or your audience's needs.

Think Like Your Audience:

- ☐ *Would this content grab my ideal customer's attention?*
- ☐ *Does it solve their problem or meet their needs?*

Evaluate Swipe Content:

- ☐ Prioritize content that:
  - ☐ Grabs attention quickly.
  - ☐ Solves a problem or sparks curiosity.
  - ☐ Includes strong calls-to-action.

Stay Organized:

- ☐ Regularly review and clean up your board.
- ☐ Archive outdated swipe examples and focus on what's actionable.

Consistency is Key:

Daily Routine

- ☐ Spend 5-15 minutes daily adding new swipe-worthy content to the board.

Weekly/Monthly Routine

- ☐ Move cards into Drafts in Progress and start adapting them for content.

Quarterly Routine

- ☐ Plan ahead—review and move content ideas to match your goals.
- ☐ Consider batching your content creation to streamline and save time!

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