

BETTER BLOGGING



WHAT: This is the new way of blogging. The goal is to help people find you faster!

WHY: Blogging has changed dramatically in the past several years. Today it's less of a journal and more of an opportunity to become someone's solution.

growth
GETTERS

BEFORE YOU BLOG

Have a plan for what you're blogging and how often

Have one or more opt-ins

Install easy share buttons for your readers

Have Google analytics plugged into your website/blog

Have Pinterest analytics set up

Bonus: Have a blog sidebar set up with your opt-in and social media channels linked

Blogging Brain Dump

HOW OFTEN ARE YOU GOING TO BLOG?

IS THIS MANAGEABLE & HOW?

WHEN ARE YOU GOING TO SCHEDULE BLOGGING?

Blogging Brain Dump

WHAT PROBLEM DO YOU SOLVE?

WHAT TYPES OF THINGS MIGHT BE INTERESTING/HELPFUL/ENTERTAINING FOR YOUR ICA (IDEAL CLIENT AVATAR)?

WHAT IS HER CONSUMPTION STYLE?

The Problem Solution

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Blog Post Framework

TITLE (FINAL):

KEYWORDS:

PROBLEM/QUESTION THEY HAVE:

WHAT'S THE GOAL?

KNOW THIS:

DO THIS:

FEEL THIS:

SOLUTION:

PERSUASIVE: EVERY PERSON SHOULD
OF/FOR [KEYWORD].

BECAUSE

ENABLING: EVERY PERSON CAN
OF/FOR [KEYWORD].

BECAUSE

Blog Post Framework

CALL TO ACTION:

CONNECTED OPT-IN OR FUNNEL:

PAST CONTENT I COULD LINK TO

HEADLINE IDEAS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

BLOG PROCESS

MAXIMUM IMPACT FOR BLOG POST

1. Plan Content
2. Draft Outline
3. Create Blog Post
4. Check for Readability. Add Header Sections, Bullets, etc.
5. Choose Photos/Images
6. Create Pinnable & Pull Out Graphics
7. Add Graphics to Blog Post
8. Proof Blog Post
9. Add and Test All Cross-Links
10. Schedule/Publish Blog Post
11. Create Graphics for Sharing on Social
12. Schedule Social Media Posts for Publish Date
13. Share Pinnable Graphics to All Relevant Pinterest Boards
14. Share to FB, LinkedIn & IG (link in bio & swipe up)
15. Create a Newsletter if Applicable

VLOG PROCESS

MAXIMUM IMPACT FOR VIDEO POST

1. Plan Content
2. Film
3. Edit Video
4. Create Title Card for Segments in Canva
5. Add in Title Cards
6. Download Finished Video
7. Upload to YouTube
8. Create Blog Post
 - a. Embed Video
 - b. Add Transcript (Rev.com)
 - c. Turn into Article (Check for readability)
9. Create Pinnable & Pull Out Graphics
10. Add Graphics to Blog Post
11. Proof Blog Post
12. Add and Test All Cross-Links
13. Schedule/Publish Blog Post
14. Add Description and Links in YouTube
15. Create IG Video Card in Canva for IGTV Version
16. Create Cover Image for IGTV
17. Post as IGTV
18. Share to Pinterest (from YouTube, Blog, and IG)
19. Share to FB, LinkedIn & IG (link in bio & swipe up)
20. Create a Newsletter if Applicable

Resources



Rev.com - How I get transcripts for video content

Canva - Pretty much where I design everything these days. Definitely all Pinterest graphics, YouTube covers, and pull out graphics

FloDesk - For email opt-ins

WordPress - For blogging (through Showit for me)

Tailwind - I use this to promote my content on Pinterest and to schedule social media posts

SEO Tools - Keyword Everywhere, Ubersuggest (I have these as Chrome Extensions on my browser), or Semrush