

Blog

CONTENT PLANNER

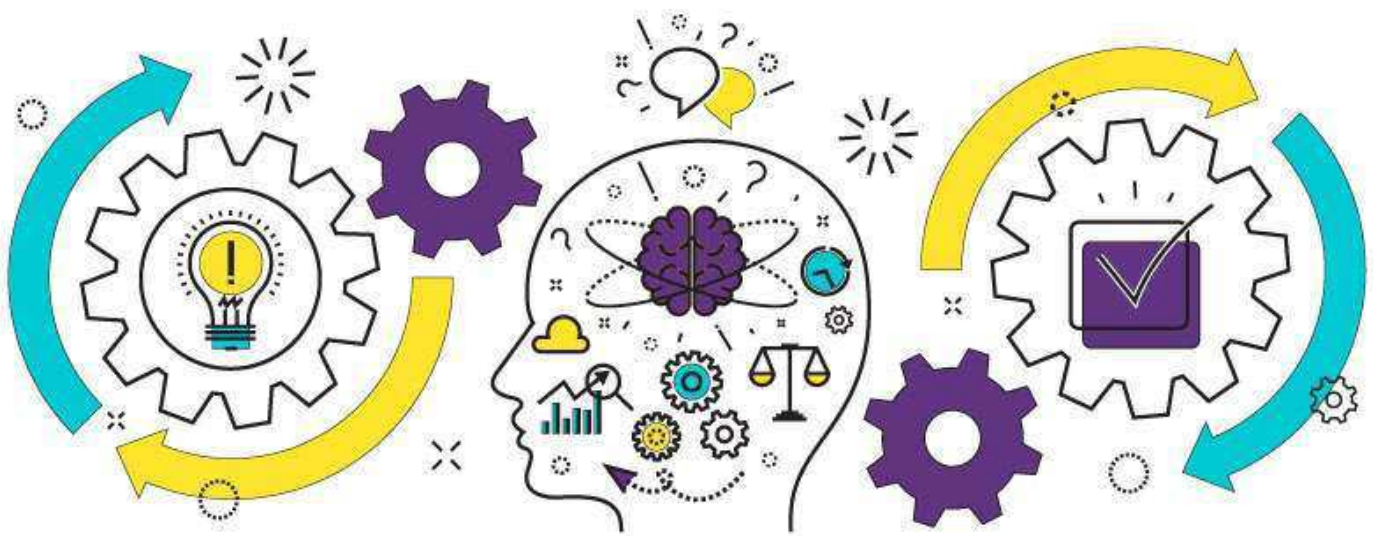


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BLOG CONTENT PLANNER

Creating content for your blog can feel overwhelming, especially if you don't have a plan. When you plan your content for your blog, strategically, it will feel less stressful. Blogging doesn't have to feel like "too much" on your to-do list.

Once you set the intention for your blog and begin to follow a working plan, you'll be able to monetize your blog content in no time at all.

When you map out the following:

- Define your intentions for your blog
- List the categories of content for your blog
- Identify your audience
- Create defined goals you'd like to achieve

...You'll experience incredible results in your business. You'll grow your audience tenfold, and position your business to lure in clients that you're meant to serve. It all starts with a plan! When you blog with the right intention you'll be able to:

- Rise in your industry as the go-to expert in your field
- Capitalize on your reputation and brand
- Attract your ideal clients using content with purpose
- Drive traffic and potential clients to your website
- Sell your coach offerings with ease (to the people who need it the most!)

Exercise: Organize your blogging goals

Evaluate	Answer
What is your intention for your blog?	
How many readers would you like to attract?	
What days of the week would you like to post your blog?	
How many times per week would you like to blog? (or monthly)	
List five categories that your content could be categorized under for your blog:	
What remaining goals would you like to reach for your blog and website?	

Now, let's work on creating your reader avatar. This is similar to your client avatar except you'll focus on your average, typical reader for your blog.

Exercise: Create your reader avatar

Evaluate	Answer
Is your ideal reader a male or female?	
What age range is your reader?	
What are their 5 biggest interests?	
What are their 5 biggest struggles?	
Describe a day in their life?	
Why would they come to your website? What would they be looking to learn?	

STEP 1: CHOOSE YOUR FAVORITE TYPES OF CONTENT

When blogs began they typically consisted of a traditional article with 850-1200 words, an alluring headline and a featured photo. But, times are changing, and creativity is at its peak. Now, you can use the blogging feature on your website in a variety of effective ways.

Let's focus on your format. You can take the traditional route and write for your blog, you can now include audio (think podcast form), and you can also have a v-log or include a video within your blog content.

As you plan content for your blog, you'll want to consider the many ways to deliver your content. Which ways would most benefit your ideal reader? For example, if your ideal reader is a busy mom or entrepreneur they may not have as much time as you'd expect for them to read a 1200-word blog. However, they may have more time to quickly press play and listen to an audio version of your blog on the way to work or running errands.

Nowadays, it's all about convenience. If you are unsure of the best way to deliver your content, you can also survey your audience or mailing list and ask them what they'd prefer. You can always include written material along with an audio or video version. This way, you are hitting both needs and reaching your ideal readers in a variety of ways.

The choices are endless, so make sure to consider the following when choosing what is best:

- Your ideal audience and the content style they most prefer
- Your level of comfort with audio and video (you may personally prefer audio over video, and that's fine too)
- Your capability for pulling off what needs to get done while remaining strategic

Here are the pros and cons of the different formatting you should choose from:

Format of Content Delivery	Pros	Cons
Audio	<ul style="list-style-type: none"> ○ Simple to record/embed ○ Perfect for a busy audience on the go ○ Your audience can easily fit listening into their busy schedule 	<ul style="list-style-type: none"> ○ No visuals ○ No person to person virtual relationship building ○ Will not attract an audience who prefers video and visuals
Video [V-Log]	<ul style="list-style-type: none"> ○ May require a professional video editing or software application ○ Needs your ideal audience to sit free of distractions to watch the playback ○ Requires knowing how to record a video and proper video and lighting set up 	<ul style="list-style-type: none"> ○ Great tool for trust-building with your ideal audience ○ Easier to close with a call-to-action ○ More entertaining and eye-catching
Written Content	<ul style="list-style-type: none"> ○ Editable ○ Ideal for SEO ○ Perfect for the audience who loves to read 	<ul style="list-style-type: none"> ○ Not easy for a busy audience ○ Requires sitting down to read and pay attention

You can also bring in experts in addition to positioning yourself as the expert. There are many ways to accomplish this, you can have your colleagues in your industry guest blog, or you can interview them to hone in on their expertise and value while still position you as the leader and interviewee.

Exercise: Brainstorm Your Guest Expert List

Name & Contact Info	Type of Connection (direct, indirect, industry, influencer)	Topic

Exercise: Brainstorm Six Theme Ideas - you may also include how you'd like to deliver your content

Idea Delivery Method	Inspired By

STEP 2: CREATING A CONSISTENCY PLAN

Having a million fabulous ideas, but no consistency plan will set you up for failure. Since we are focusing on success and creating a plan that works for you and your business, you need consistency. Planning a schedule and a plan to fit in time to create content is imperative.

You need more than a plan for when you'll post and market, you also need a plan to determine when you can fit in this time to create the content. You may need to hire and outsource to a virtual assistant or a writer if you are pressed for time, or if you'd rather coach more and do less of the backend work. If you are struggling with the time needed to create content, you may want to consider outsourcing or rearranging your current schedule and your priority list. Content is the cornerstone of your business. If you're not putting out content in a consistent way, then you cannot expect to reach your ideal audience.

What's most important is that the content gets created. It doesn't matter if it is from you or from someone you hire on your team. Either way, creating a consistency plan and filling in timeframes where you can either create the content yourself or task it out to your team members is going to be the defining point for the success of your blog.

Ideas are wonderful to have, but unless you organize them, they often get put on the back burner and sometimes they don't even come to fruition. But if you plan for consistency and factor in the time needed to complete and achieve your goals, then your ideas turn into actions, and your actions will turn into results.

The more content you put out that is valuable to your ideal client, the more you position yourself as an expert in your industry field. You'll achieve more strategy sessions, more buyers for your course, and more paying clients to coach.

Exercise: Map Out Your Content Creation Schedule

Day	AM Schedule	PM Schedule	Task	Notes
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

STEP 3: BECOME A SEO PRO

Not only do you have to turn your ideas into actions and create incredible content to drive readers to your website, but you also have to leverage the content that you're creating by using keywords, categories and tags. This will help drive traffic to your blog and your website without having to shell out tons of money in advertising. Search engine optimization is a fundamental component to getting higher in the ranks on the search engines.

What exactly is a keyword?

Keywords are specific words or phrases that are used within your content to help position your content to show up first or higher ranking in the search engine results.

You can also use Keyword Planner by Google, which will help you research keywords that are important for your existing content and help you leverage content that you create in the future. You will also be able to get historical statistics and traffic forecasts, this way you'll know what is popular in your industry, and it will also help you map out the content you create.

If you are aware that your ideal client is searching for a particular topic, then that is the topic you want to spend time creating content about. Now, it's time to leverage your content and optimize it.

Tags are meant to describe specific details within your posts.

Tags are very similar to index words, so if you are blogging about marketing, a tag that you would be perfect for that particular blog post would be "marketing." This way when your ideal reader searches your blog and enters a particular word in your search bar; the tag will come up properly because you've tagged your blog post according to the topic.

Categories are meant for grouping your blog posts.

You can also think of categories as a table of contents for your website. You must categorize your blog posts. If you do not have any tags or any categories for your blog posts, it will be impossible for your ideal reader to come to your website and search for a specific topic that they are looking for.

When you are thinking about search engine optimization for your blog, think of it as two search engines. One, for example, would be Google, and the other one would be within the content of your website. There are two different search engine features right there. You need the keywords to hype up the search engine results in the mainstream worldwide web results, and you need categories and tags to help your ideal reader find specific blog posts that pertain to what they are looking for within your site.

This may seem like an impossible task, or maybe this is not what you want to spend your time doing. It is perfectly okay to outsource this and hire an SEO optimization specialist that can help you.

However, when you plan your categories, keywords, and tags, it will also assist you in creating your content and tagging appropriately.

Exercise: List 5 Categories for Your Blog

#	Categories	Notes
1		
2		
3		
4		
5		

Exercise: List 5 Keywords for Your Blog

#	Keyword	Notes
1		
2		
3		
4		
5		

Exercise: List 5 Tags for Your Blog

#	Tag	Notes
1		
2		
3		
4		
5		

STEP 4: BRAIN DUMP YOUR IDEAS AND TOPICS

Let's eliminate some of your creative, mental chaos. You're a creative entrepreneur, so ideas are probably your specialty. Now let's take those great ideas and turn them into content for your blog. I'm sure you have a ton of ideas, but when you categorize and strategize your ideas, you can up level your business in so many ways because you become a strategic thinker.

It's also vital to research other industry leaders that are in the same field as you. Look at their blogs and notice the ones that are very successful. How many comments or shares did each of those blogs get, and which topics were they on? There's nothing wrong with researching your competition so that you know if you're hitting the mark or if you're missing it. You and your competition likely have the same or very close ideal target audience. If they're covering certain topics, then you need to make sure that you are also touching on those issues as well, but also bringing your own expertise to the table.

Take the time to research the competitors in your industry and also look at blogging platforms like Forbes, Inc., Business Insider, for the specific topics that are featured. What topics are they covering and which themes and titles are

getting better results and more traffic? Always put your unique spin on content and never take from anybody else. But let it inspire you so that as you're creating your content, you're creating it strategically and choosing topics that will grab your readers' attention.

Exercise: Create 10 Blog Titles with Matching Themes

#	Headline/Title	Theme
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

STEP 5: WRITE STRATEGICALLY FOR BETTER RESULTS

Having a ton of ideas is great, but now it's time to narrow in and get strategic with your writing as well. You need headlines that are eye-catching.

Typical headlines that work well are specific and they offer a result.

For example: 5 Ways To Leverage Your Blog Content And Make More Money

It's letting the reader know that there are five specific ways they'll learn. It will also let them know that the result is they will make more money. This strategy can apply to many different types of businesses. Always make sure that as you're creating headlines, that are strategic.

Examples:

- 5 ways
- 7 uses
- 10 strategies

The ideal headline will contain:

- Specific numbers or a "How To" or a "Why"
- Your topic of expertise
- The end results for your reader (what will they get out of it?)

Again, if you need inspiration, visit major blogging platforms, and see what's capturing the attention of their readers.

A typical blog should be anywhere from 800 to 1200 words. If you are blogging for the Huffington Post or another platform, they'll have specific instructions for you as well. It's also a very good idea to look at their instructions for blog submissions and maybe apply those to your own business. Because they're using that strategy so their blogs are easy to read for people who are on the go.

If you are creating blogs that are very research-driven, make sure that you add a site link and source it so that you're not at risk for plagiarism, and add quotes when needed. You'll also want to format your blogging content when you put it on your website to have a decent amount of white space. Don't use a small font that's hard to read. Use a font size that is easy on the eyes for both the computer and a mobile device. Space out your content with paragraphs and white spacing.

When you are creating your blog, think about what call to action to use towards the bottom of your blog post. If you are hosting a free challenge, this is an excellent opportunity to add at the bottom, "If you enjoyed this blog, click here," and then hyperlink that link, "to join my free challenge to market your business more effectively in five days." Your call to action can drive your reader to free challenges, free downloads, or a free strategy session.

If you've built a great strong following and you've nurtured your audience, you can also give them a call to action to a paid program. If you plan to offer a paid program at the bottom of your blog, you should also include a special offer. This would be great for entering a coupon code, giving a specific discount, or letting them know that your early bird pricing is ending on a certain date. This will create a sense of urgency for them to click over and complete the call to action.

Exercise: Create 15 Calls to Action, Match your titles and themes, number to number

#	CTA	Link needed:
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

STEP SIX: REPURPOSE YOUR CONTENT

The biggest mistake that a new entrepreneur may make is staying in constant creation mode. Once you have a library of content, go through it, and start repurposing your content. You can go back to interviews that you've been a part of, podcasts that you've guest appeared on, and add the content to your blog.

For example, if you appeared as a guest expert in your industry on someone's podcast, you can take the script from that podcast, publish it on your blog, and link the audio to the podcast.

You can also revamp your old blog posts. If you have blog posts that can be improved or blogs that can be defined better for a particular target market, this is a great place to build from. You can revamp those old blog posts and rebirth them with a new voice, and freshen them up a little bit without having to recreate the wheel every single time.

If you are a social media maven and you find yourself writing lengthy social media posts either in a free group or a paid group or on your business page, you can take those posts and use them as an excellent framework and foundation for a blog. The same applies to your emails. If you are emailing your private list, that content shouldn't go wasted and not seen only by your list. You can turn those tips and strategies that you're giving as nuggets of wisdom to your list and use them as a foundation for a blog post for the public.

Take the time to go through your content and evaluate what you have that you can reuse in a variety of ways. Maybe you even have content that you've written before, and now you can transform that content into short videos, or a workbook that would work better for your ideal client and reader.

Exercise: Plan to repurpose your content, according to your theme, title, and CTA ideas

#	Content to Repurpose	Link needed:
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

STEP 7: DON'T GUESS. FILL-IN-THE-BLANK MONTHLY PLANNER

It's time to implement. Fill in the blank monthly planner so that you can plan your content strategically.

Exercise: Plan your month by filling in the blanks

Date/Day of the Month/ Time to Post	Headline + CTA	Notes + Links:
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

Date/Day of the Month/ Time to Post	Headline + CTA	Notes + Links:
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		
31		

SPACE FOR CREATIVE IDEAS

Idea	Inspired by	Launch date

