



Why use a Blog Post Planner? When writing a blog post it is helpful to use a planner in order to stay focused. A planner helps you remember to include all the points you intended to cover.

Why use a Blog Post Checklist? A planner, although an incredibly helpful tool, only gets you halfway through the blog post process. The checklist helps you remember to complete all the tasks and include the essential items necessary for your post to have the greatest impact and reach.

The Planner:

1. Write in the title of your post (you may find this easier to write after you write the post but you can put in a tentative title)
2. Write in the publication date information
3. Write in the Keywords you are using.
4. What is the problem you are solving for your readers?
5. What is the personal story you are going to include?
6. Create a brief outline of your content including the points you want to cover, use the back of the paper if you run out of space.
7. Write in any freebies or download/PDF's you want to include (or need to create)
8. Make a note of any photos or videos you want to include (or that you have to take)
9. Write in any Links you want to include in your post
10. What is the call to action going to be? (Download something, Social Media Connection, Invitation to sign up for your email list, 'please comment', etc.)
11. What are the supplies you need to create the post (ie; things for video, etc.)
12. Have any possible future posts come to mind while you were planning this post?

The Checklist:

Simply check each item off as you complete them. Some items may not apply to every blog post.

*"A man's heart plans his way,
But the Lord directs His steps." Proverbs 16:9*



BLOG POST PLANNER



Post Title _____

Publish Date _____ Scheduled _____ Completed _____

Keywords _____

Keyword Synonyms _____

What is the problem you are solving?

Personal Story to Include:

Content / Outline (and on back):

Freebie or Download/PDF

Pictures or Videos



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But the Lord directs His steps.” Proverbs 16:9*

Call to Action

Links

Supplies Needed

Possible Related Future Posts