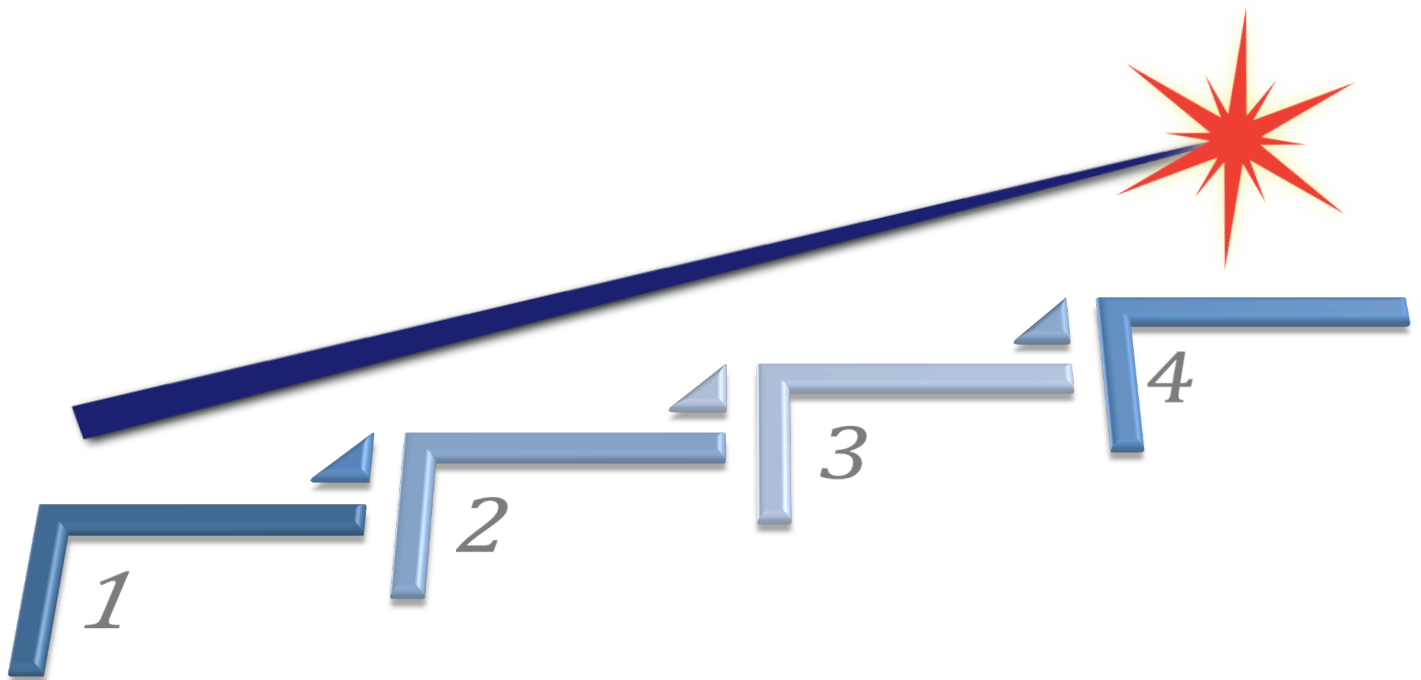


The Four-Step Business Blogging Plan



By Linda Dessau
www.ContentMasteryGuide.com

STEP ONE: DEFINE YOUR BLOGGING GOALS

Congratulations on your decision to start or improve your business blogging!

Business blogging can:

- ✓ Demonstrate your expertise in a specific industry or specialty
- ✓ Educate/motivate/inform your audience
- ✓ Add value to what you offer your clients and broader network
- ✓ Gain wider exposure for your business
- ✓ Develop a trusting, long-term relationship with clients, prospective clients and colleagues/referral partners
- ✓ Keep your website fresh

What are YOUR blogging goals, in priority order? Be specific.

- #__ : Gain new clients? How many? _____
- #__ : Build subscriber list? How many? _____
- #__ : Increase social media contacts? How many? _____
- #__ : Increase media appearances? How many? _____
- #__ : Gain speaking opportunities? How many? _____
- #__ : Sell books or classes? How many? _____
- #__ : Create content for a book, learning curriculum, report or other item – details? _____

Blogging goals in action

Find 4-5 blogs from your industry and browse through them.

1. What are your impressions of these blogs? What did you like/not like?

2. Which goals from the lists on Page One did you see in action on these blogs?

3. What ideas did you take away for your own blog?

STEP TWO: CHOOSE YOUR CATEGORIES

1. Who are your ideal customers and ideal blog readers?

2. How will reading your blog posts help these people improve their lives or businesses?

3. What are the most pressing problems that your ideal clients deal with?

4. What are some broader themes related to those topics?

Choose 5-7 categories for your blog. Consider topics that are broad enough to give you some variety and options, but specific enough that they'll be relevant to the exact people who are your ideal clients.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

STEP THREE: PLAN YOUR POSTS

Feature articles

Here are some feature article ideas that are all based on the popular Top 10 format. Any of these titles could use a different number, e.g., Top Seven Signs of . . . Top Three Ways to . . . Five Mistakes . . .

If you want to *teach your readers how to do something new or do something better/in a new way*, you can offer:

Top 10 Ways to _____

Top 10 Steps to _____

If you want to *provide motivation or justification to take action*, try:

Top 10 Reasons Why _____

Top 10 Benefits of _____

Top 10 Mistakes You May Be Making When You _____

If you want to *enlighten your readers with more insight into a problem and its impact on their lives*, you can provide:

Top 10 Signs That You _____

Top 10 Symptoms of _____

Top 10 Clues That _____

If you want to *enhance your readers' knowledge or understanding about a topic that is important to them*, you can offer:

Top 10 Rules of _____

Top 10 Myths About _____

Connective content

You don't have to write a feature article every week in order to keep your blog fresh. In fact, you can write as little as ONE feature article per month.

On the other weeks, you can write shorter posts, create content in other mediums such as audio, video, charts or graphics, or use other people's content as a jumping off point.

What types of content will be easiest for you and most valuable for your ideal clients?

- Before/after photos of your work with clients
- Video tour
- Case study of a successful client project
- Video "how to" – live demonstration
- Video "how to" – screen shots with spoken instructions and/or onscreen notes
- Book review
- Product review
- Interview with an industry expert (video)
- Interview with an industry expert (audio)
- Interview with an industry expert (written/transcribed)
- Personal story combined with a useful lesson for your clients
- Collection of *relevant* videos from YouTube
- Collection of *relevant* blog posts and/or Twitter updates
- Collection of industry or world news that will impact your clients
- Infographics depicting the theoretical framework behind what you do
- Research or statistics that reinforce the message of your feature article
- A more in-depth explanation of each point in your Top 10 (3, 5 or 7) article
- Guest blog post from an expert in a related area
- _____
- _____

Remember: You'll only need three of these each month to be a weekly blogger.

STEP FOUR: GET YOUR BLOGGING DONE

1. What times of day are you most productive with these specific tasks:

- a. Brainstorming and creative thinking: _____
- b. Drafting and jotting down ideas: _____
- c. Writing, editing and polishing your work: _____
- d. Adding finishing touches, links and photos: _____
- e. Social networking and sharing content: _____

2. When will you set aside the time for these tasks each day/week?

- a. Brainstorming and creative thinking: _____
- b. Drafting and jotting down ideas: _____
- c. Writing, editing and polishing your work: _____
- d. Adding finishing touches, links and photos: _____
- e. Social networking and sharing content: _____

3. Which tasks are you going to give up in order to take this time?

4. Who will support you with your blogging? To whom can you delegate some or all of these blogging tasks?

5. When would you like to publish your blog posts each week (Monday, Tuesday . . .)?

6. When do you need to complete each part of the process in order to make that happen? Note: If you are using an editor or another support person, you must coordinate with them to factor in their schedule.

Editorial schedule

Note that many posts will fit into more than one category. Aim to balance between all of the categories over time, so that each one always has some fresh content.

	Category of the month (choose from page 3)	Feature article (choose from page 4)	Connective content (choose from page 5)
Month 1		1)	2) 3) 4)
Month 2		1)	2) 3) 4)
Month 3		1)	2) 3) 4)
Month 4		1)	2) 3) 4)

Ready to get blogging? You don't have to go it alone!

Did this worksheet reveal some questions about your blogging strategy or what blogging will do for your business? Let's talk it out in a business blogging consultation!

[Learn more.](#)

Or, let me create a customized plan for you! After our consultation, I can deliver suggested blog categories, article ideas for three months, attention-grabbing titles for each post, suggestions for in-between posts, a customizable blogging calendar template, and more!

[Learn more.](#)

Content Mastery Guide also offers:

Blog post editing – Once you've put your ideas down on paper, send your draft to me and I will transform your blog post into an effective marketing tool. You can trust that your blog posts will do the job you've given them, to fulfill your business and marketing goals.

[Learn more.](#)

Content curation – Even when you're publishing regular blog posts and promoting them on social media, your contacts will tune you out if you only talk about yourself. Content curation – finding links to share on social media – helps you build your personal brand and reputation as an expert in your topic, be more active and visible on social media, and help your audience in meaningful ways.

[Learn more.](#)

Hands-free blog writing - Want to outsource the entire blog writing and management process? My "You Talk, I'll Write" service transforms your brilliant ideas into blog posts, published to your site and promoted to social media. It's like magic!

[Learn more.](#)

About Linda Dessau



Linda Dessau is the author of [*Write Your Way to More Clients Online: How to craft captivating content for newsletters, blogs and social media*](#). She has been blogging since 2004 and launched Content Mastery Guide in July 2005 to help other business owners get their ideas into writing.

Her work has been featured at [Content Marketing Institute](#), [Social Media Examiner](#), [SteamFeed](#), [Alltop](#), [Social Media Today](#), [12 Most](#), [Business 2 Community](#) and [Costco Connection Canada](#). She uses these platforms to help people grow their business blogs and be more active and effective on social media.

She is a popular speaker and has appeared at WordCampToronto, Georgian College, The Creative Space, the Bridges to Better Business Conference, Barrie Public Library, Barrie Chamber of Commerce, and on Rogers TV in Barrie and Collingwood.