



Blog Decisions Worksheet

#1: What will you write?

Come up with at least three ideas for blog posts in each of these six areas.

News:

1. _____
2. _____
3. _____

Products/Services:

1. _____
2. _____
3. _____

People:

1. _____
2. _____
3. _____

Special Events:

1. _____
2. _____
3. _____



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Education:

1. _____
2. _____
3. _____

Curated:

1. _____
2. _____
3. _____

#2: What categories will your posts fall into?

Group the topics you'd like to cover in your blog into three to five (max) categories. Then, list these categories in a top navigation bar or the sidebar of your blog pages.

My categories:



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#3: How often will you post?

Remembering that consistency is key, determine how often you will post to your blog:

I commit to posting _____ time(s) a _____ to my blog.

#4: When will you write it?

Get out your calendar and first write in the dates on which you'll post to your blog based on your response to #3.

Then, working backwards from each date, schedule time to work on each phase of your blog post:

- Brainstorming topics
- Research
- Writing
- Editing
- Sourcing photos
- Creating graphics (or hiring that out)
- Posting
- Promoting on social media

And then, stick your schedule! Remember, your blog is an important tool in your marketing kit, and consistent posts will get you noticed by the Google.

#5: What's the point?

Take a moment to come up with 5 specific actions that you can ask a reader to take at the end of a blog post. (Hint: #1 should be "Subscribe to the blog.")

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#6: To date or not to date?

If you decide that you do not want your blog posts to be dated, look for a toggle or a check box in your theme's dashboard to turn off the date. This is called either "postinfo" or "metadata" in most themes.

→ Remember to sign up for the [free workshop](#) for even more actionable tips to create a brilliant blog! (Replay available.)

