

Plan(t) Your Blogging Tree



A Worksheet by Linda Dessau

 **CONTENT**
MASTERY GUIDE

www.contentmasteryguide.com

SECTION ONE: BLOGGING GOALS

Industry blog review

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

General business/blogging goals (roots) (check all that apply)

- 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

Measurable blogging goals

- Gain new clients - how many? _____
- Build subscriber list (feed reader and/or email subscribers) - how many? _____
- Increase social media contacts - how many? _____
- Increase media appearances - how many? _____
- Access more speaking opportunities - how many? _____
- Sell more books or information products - how many? _____
- Create content for a book, learning curriculum, report or other item - completed? _____

Remember: If you have a service-based business, website traffic is a benefit of blogging, but traffic does not automatically equal business so it shouldn't be your main goal. Keep your focus on producing quality writing and your business goals will come from that.

SECTION TWO: CONTENT MASTERY

Choosing your categories (branches)

*"Categories and tags are not fashion statements.
Don't be colorful or imaginative with either." - Lorelle VanFossen*

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

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

3. Which themes do you feel like you have the most to write about?

4. What are some other hot topics amongst your industry and clients?

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. _____



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:

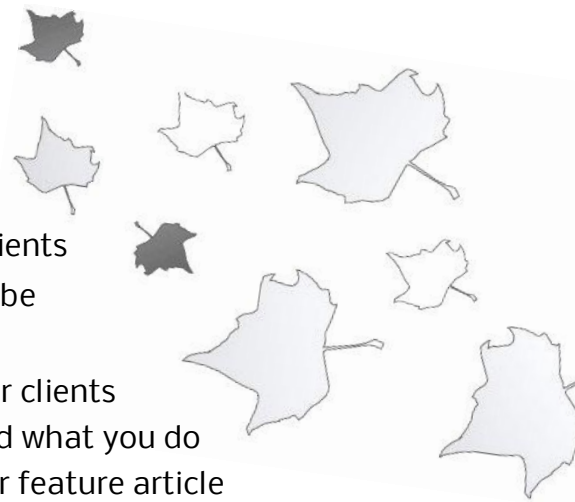
Top 10 Rules of _____

Top 10 Myths About _____

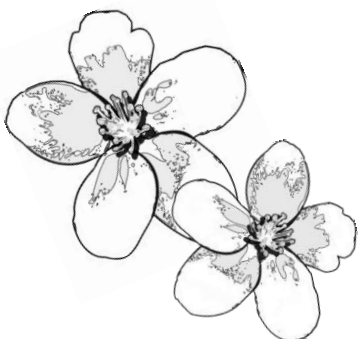
Connective content (twigs, leaves and flowers)

Once you've written your one feature article each month, what other types of content will be easiest for you and most valuable for your ideal clients?

- Stock photos to illustrate every post
- 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* (to your clients) 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 of the points in your Top 10 (3, 5 or 7) article
- Guest blog post from an expert in a related business
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-
-
-
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Remember: You'll only need three of these each month to be a weekly blogger - for more information, download my free training package from www.ContentMasteryGift.com.



SECTION THREE: GETTING IT 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

** Balance is the key **

	Category of the month (choose from page 3)	Feature article (choose from page 4)	Connective content (choose from page 5)
April		1)	2) 3) 4)
May		1)	2) 3) 4)
June		1)	2) 3) 4)
July		1)	2) 3) 4)



SECTION FOUR: SOCIAL NETWORKING (wind, bees and fruit)

1. Where online do your clients and colleagues hang out (social networking sites, websites, blogs, resource sites, online forums, groups)?

2. How do they respond to what they've read (e.g., do they post a comment, connect directly, etc.)?

3. What types of article topics, email subject lines and article titles get the most attention?

4. Which social networking sites do you enjoy participating on the most?

5. Which groups of colleagues do you enjoy learning from?

6. Who has been a consistent source of referrals, links, ideas and inspiration?

7. Where do you feel the most sense of belonging and contribution?

Review your answers carefully before you decide how/where to spend your networking time.

