
Blog Setup Checklist

- PLATFORM:** Choose a blog platform, such as WordPress, or if you already have a website, then it's best to add a blog page there, as visitors will likely jump from your blog to view other pages of your website.
- BLOG PAGE:** Setup your blog page (choose a layout that's easy to read).
- AUTOMATIC SHARING:** Adjust the blog page settings to share your posts automatically to your social media pages, when you hit "Publish".
- BIO:** Setup your author bio profile (make sure you include a professional photo, business contact details and a catch phrase about your business)
- BLOG TOPICS LIST:** Make a list of 20 to 40 key words and phrases that will end up being your blog topic list. Jot down any topics that you are passionate about, that really irk you, topics that interest your ideal customer and topics that address pain-points for your target audience.
- BLOG SCHEDULE:** Plan the frequency of your blot posts. This can be daily or weekly and needs to be consistent. 4 posts per week is ideal.
- WRITE:** Go ahead and write about the topics you love and expertise you can share. Practice makes perfect. Don't wait until the scheduled post time to write, use that time on the train to jot your thoughts down. You can even use your iPhone to record your thoughts and it will transcribe it to text for you.
- 80/20 RULE:** Share your value-add tips 80% of the time (builds credibility and trust) and your business promotions only 20% of the time (people don't want to be bombarded with ads repetitively).

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A personal assistant for sole traders & small business.***

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▶ *Cath McGregor*

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