

# BLOG POST BRILLIANCE CHECKLIST

## Post Planning

- Set a goal for your post
- Research & choose a topic
- Consider a content upgrade
- Choose your style of post
- Select what media to include
- Decide your key word/phrase
- Research your topic
- Plan out your post

## Creating Your Post

- Pick a great headline
- Write a value-packed post
- Include a clear call to action
- Add a featured image
- Consider additional images
- Check your post format
- Proof read
- Get someone else to proof read
- Schedule your post

## NOTES

What's your reader's next step?

Are your ideal clients interested?

A great way to drive people to your email list!

E.g. Interview, How to, List..

Will you use audio, video or just copy?

What will people search to find this post?

Do you need to learn more about your topic?

Map out the key topics you'll cover

Consider length, keywords and clickability

Focus on quality, content & just be you :)

E.g. Subscribe, buy, read next post..

Add your keyword to the title & alt tags

To add interest & break up copy

A consistent style strengthens your brand

Try reading aloud to yourself

A 2nd pair of eyes never hurts!

Test different days & times

# BLOG POST BRILLIANCE CHECKLIST

## Post Promotion

- Send an email to your list
- Do a Facebook Live on your page
- Create specific images for social
- Schedule your promotional posts
- Promote in Facebook groups
- Promote in LinkedIn groups

## Review & Re-promotion

- Set a reminder to re-promote
- Review and update your content
- Answer people's questions

## NOTES

Remember to include a link to your post!

More people click on video - fact!

Try Canva to create images for each channel

A tool like CoSchedule will save you time

Always check the group rules first

Don't just link drop - write an intro to encourage people to click!

Re-promote at least every few months

What's changed? What can you improve?

Look for opportunities to link to your post when people are asking questions about your topic