60 SECOND BLOG PLAN
0 TO 1000 BLOG SUBSCRIBERS?

Click Here to Get the Simple 21 Step Blog Launch Plan For Getting Your First 1,000 Blog Subscribers!

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- Increasing Conversion Rates, and...
- Boosting Social Engagement

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Ready?

Start your stopwatch because you’re about to learn to create a blog content plan in 60 seconds or less by filling in the blanks in this sentence...

On [DATE], [WRITER] will publish a [POST TYPE] using [VEHICLE] about [CATEGORY].

There are 5 elements you need to include in a blog content plan:

- Publish Date
- Writer
- Post Type (How-To Post, List Post, etc)
- Vehicle (text, video, audio, image)
- Category (The broad topic of the post)
The key to a healthy blog is to mix up the POST TYPE, VEHICLE, CATEGORY and even the WRITER to create a rich and interesting collection of content.

Here’s an example for a blog in the fitness space,

On 1/7/15, Jessica Rogers will publish a LIST POST using TEXT about WEIGHT TRAINING.

Once you’ve filled in the blanks in this sentence, transfer it to the Blog Content Planner spreadsheet.

Click here to download the Blog Content Planner
How to Get Your First 1000 Blog Subscribers and More
Optimize your blog for lead capture and grab your first 1000 subscribers and beyond.

Click Here to Access this Execution Plan

Flash Sale: Regularly $47  Limited Time $7
To learn more about the various POST TYPES available to you click the ‘POST TYPES’ tab in the Blog Content Planner spreadsheet.
Inside you’ll find and explanation of 55 different types of blog posts you can employ on your blog. You’ll never run out of blog post ideas again.

Some of our favorites are…

- The FAQ and SAQ Post
- The Crowdsourced Post
- The Guard Down Post

The key to 60-second blog planning is to define the broad characteristics of your upcoming content (Publish Date, Writer, Post Type, Vehicle and Category) without getting bogged down with headlines, SEO, offers and outlines.
You can add columns to the Blog Content Planner like Headline, SEO Keyword and Call-To-Action (to specify the offer in your content) after you have developed your plan. For now, stay focused on creating a basic plan.

Do yourself and your blog a favor. Take 60 seconds and fill in the blanks in this sentence…

On [DATE], [WRITER] will publish a [TYPE] post using [VEHICLE] about [CATEGORY].

Transfer your sentences into the Blog Content Planner and… voilà… you’ve got a content plan.
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