

60^{second} BLOG PLAN



Digital Marketer Increase Engagement Series



60 SECOND BLOG PLAN

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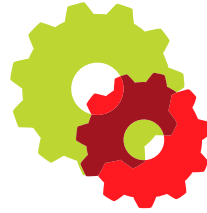
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If you like what you see, you can subscribe to our Digital Marketer Newsletter and get new case studies and reports in your inbox every week...

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](#)

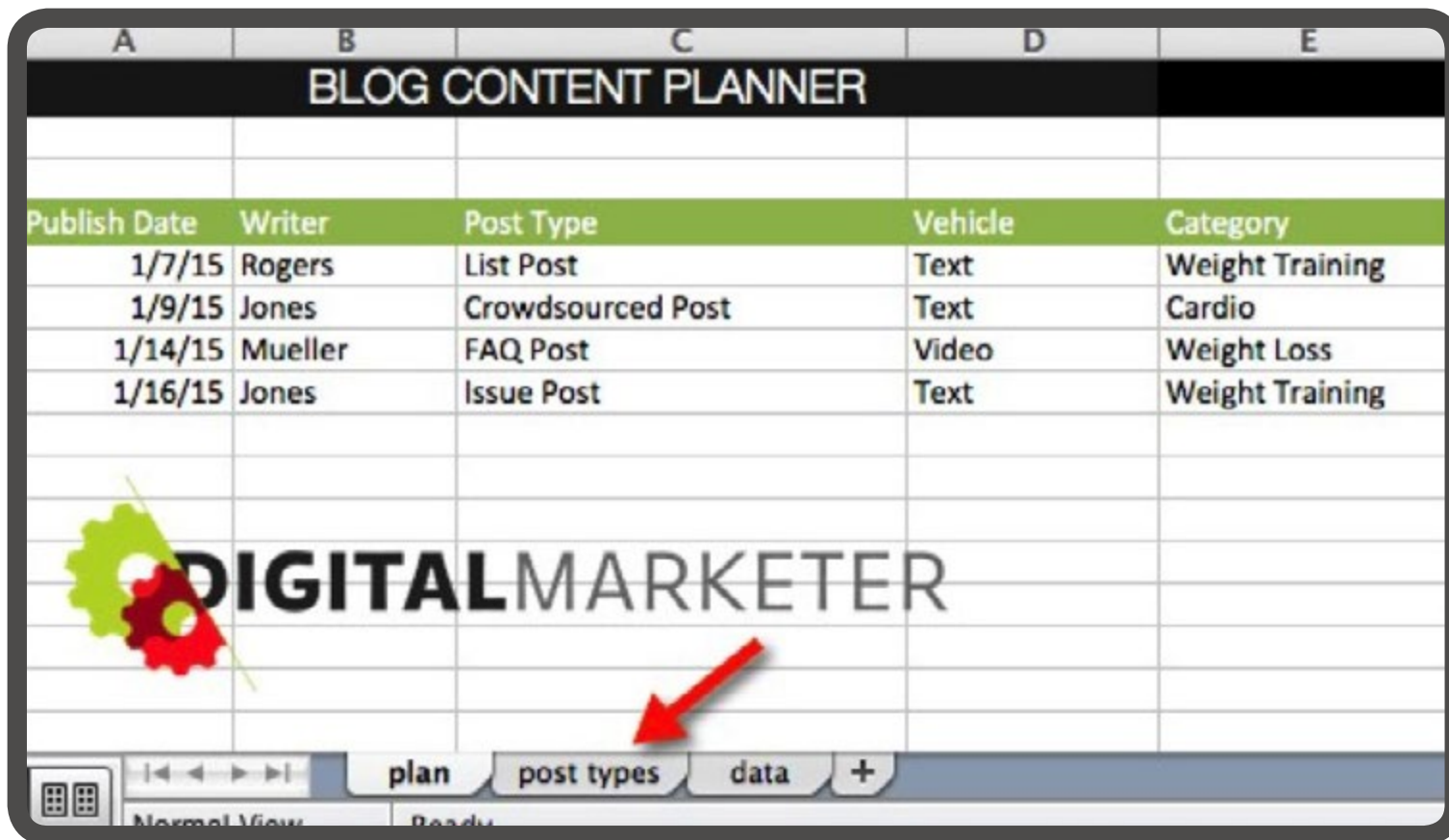
How to Get Your First 1000 Blog Subscribers and More

Optimize your blog for lead capture and grab your first 1000 subscribers and beyond.

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To learn more about the various **POST TYPES** available to you click the 'POST TYPES' tab in the [Blog Content Planner](#) spreadsheet.



The image shows a screenshot of a spreadsheet application. The spreadsheet has a title bar that says "BLOG CONTENT PLANNER". Below the title bar, there are columns labeled A, B, C, D, and E. The spreadsheet contains a table with the following data:

Publish Date	Writer	Post Type	Vehicle	Category
1/7/15	Rogers	List Post	Text	Weight Training
1/9/15	Jones	Crowdsourced Post	Text	Cardio
1/14/15	Mueller	FAQ Post	Video	Weight Loss
1/16/15	Jones	Issue Post	Text	Weight Training

Below the spreadsheet, there is a logo for "DIGITALMARKETER" which consists of two interlocking gears (one green, one red) and the text "DIGITALMARKETER". At the bottom of the spreadsheet, there is a tab bar with three tabs: "plan", "post types", and "data". A red arrow points to the "post types" tab. The status bar at the bottom shows "Normal View" and "Ready".

Inside you'll find an 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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