

## Blog Schedule for 2012

| 2012     | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |
|----------|--------|--------|--------|--------|--------|
| November |        |        |        |        |        |
| December |        |        |        |        |        |

## Blog Schedule for 2013

| 2013      | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |
|-----------|--------|--------|--------|--------|--------|
| January   |        |        |        |        |        |
| February  |        |        |        |        |        |
| March     |        |        |        |        |        |
| April     |        |        |        |        |        |
| May       |        |        |        |        |        |
| June      |        |        |        |        |        |
| July      |        |        |        |        |        |
| August    |        |        |        |        |        |
| September |        |        |        |        |        |
| October   |        |        |        |        |        |
| November  |        |        |        |        |        |
| December  |        |        |        |        |        |

# 10 Basic Blogging Tips from Diane Cunningham

**Tip #1: Map out a plan** for the months using the template

**Tip #2: Decide on themes or topics** that relate to your business and the needs of your customers/clients/members

**Tip #3: Write a giant list of blog starters~~~**

Some of my upcoming Blog Starters are:

- 10 Tips...
- 10 Decisions...
- 10 Reasons...
- 10 Milestones...
- 10 Mistakes...
- 10 Questions...

**Tip #4: Get a “blog book”** that you can carry with you at all times in your purse for ideas, blog starters, notes, thoughts, etc. (do not use it for your grocery list, journal, or anything else) ☺

**Tip #5: Decide on your blog schedule.** Do you write your blog on Monday and post it on Tuesday?

**Tip #6: Use images and/or video** to SHOW the reader what you are saying visually (and google likes this too)

**Tip #7: Block off BLOG days or CREATE days.** What if you blocked off one Friday a month to write blogs? Could you get 3 or more done in a morning so that you are ahead and have extra prepared?

**Tip #8: Use the right bio and call to action at the bottom of your blog.** Is your bio updated? Do you have one simple call to action? Where do you want them to go after they read your blog?

**Tip #9 Tell a story.** Share your story or a success story from a client. Get real. Share your vision, your perspective, your mistakes, your heart.

**Tip #10 Allow imperfection.** Not every blog will be perfect. You need to just blog and get in the habit of blogging. Until you get out there, you won't know if it is working.