



Social Media Outcomes

Attract Clients Online & Increase Your Income!

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Blog Planning Guide: 6 Tips to Plan Your Blog Content

Planning is an important part of marketing. How often do you take time to think about and plan your marketing activities? For many business owners, the answer is not often enough. In order to be successful at blogging, you need to put an emphasis on it. And that starts with planning.

Here are 6 great tips to plan your blog content:

1. Read books and blogs
2. Brainstorm
3. Make a big list of topics
4. Work on several blog posts at any given time
5. Create a Blog Editorial Calendar
6. Schedule a weekly deadline

If you don't have enough ideas for blog posts, then you need to do more reading and research. Read and then brainstorm. You can use books and blogs for inspiration. Start compiling a list of ideas. I like coming up with blog post titles. It helps me clarify what I want to share.

Create a structure to gather your ideas. You will find it helpful if you can store and sort your ideas. I like using spreadsheets to gather information. A simple structure is a Blog Editorial Calendar. Create columns for blog post title, topic, and planned date to post. You can also add a column for the actual date published.

Content creation is more consistent and effective if you set deadlines for completion. Otherwise, it's too easy to just put it on the back burner. Having new content to share allows you to add value to your audience and encourage them to share with others.

Share your blogs posts through email and social media. Take your blog content and repurpose it into other forms. Blogging will help you to get clear on your message and attract new clients.

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Rick Cooper is an Online Marketing and Social Media Trainer. Rick is President of Social Media Outcomes which provides training to business owners who want to grow their business online. Rick is a National Speaker on Online Marketing. He was featured in Comstocks magazine and has been interviewed by The National Networker, AllBusiness.com and the East Bay Times Business Journal. For a Free Report on 33 Simple Strategies to Build your Email List, visit <http://SocialMediaOutcomes.com/33Email>