

Blog Post Planner

Topic – A problem your reader has, an answer to a question, tutorial, news

Audience – Who is your reader?
What background knowledge do they have about the topic? What are their needs and wants?

Headline ideas – A statement, question, tutorial, list, subheading, big claim

Main points – Brainstorm key ideas or lessons. Answer the questions or solve the problem in the topic. Then put them in a logical order.

Call to action – What should they do/think about after reading your post?

Points of interest:

☐ Infographic ☐ Quote ☐ Cite research ☐ Anecdote ☐ Video ☐ Embedded Image

Checklist

☐ Header image ☐ Keywords ☐ Proofread ☐ Scheduled ☐ Mail campaign
☐ Category ☐ Tags ☐ Links ☐ Published ☐ Posted to social media



Ideas for future posts:

Weekly Editorial Planner

Month

Week

Sunday

To Do

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Monday

Tuesday

Wednesday

Notes

Thursday

Friday

Saturday

Giveaways, Affiliate Marketing, Email Campaigns