

# Make Your Blog Posts Convert ~Worksheet & Checklist~

Brought to you by: Lisa M Cope

## MAKE YOUR BLOG POSTS CONVERT

Please print this out and use it as a guide for writing blog posts that produce real results so you don't miss an opportunity to increase conversions.

# ~Worksheet~

Steps to take	Actions
<ol style="list-style-type: none"><li>1. Decide whether or not regularly maintaining a blog is a good strategy for helping your clients and growing your business.</li><li>2. Honestly assess yourself: Have you already created a blog, but rarely bother writing for it? Are your efforts hit-and-miss? If you have decided to start or continue a blog, make a commitment to seriously adopt a blogger mindset, 24/7.</li></ol>	<ol style="list-style-type: none"><li>1. Make sure your blog is not generic. Specialize! Come up with a strong, narrow angle and focus for your blog, helping a specific group of people.  Ask yourself:  "How can I make this blog uniquely valuable to the right reader? What can I consistently provide them with that they will jump at the chance to read?"</li><li>2. To adopt a blogger mindset:<ul style="list-style-type: none"><li><input type="checkbox"/> Brainstorm and plan your month's content in advance, so you will recognize opportunities for content creation when you come across them.</li><li><input type="checkbox"/> Carry with you at all times:<ul style="list-style-type: none"><li>○ A notebook</li><li>○ A pen</li><li>○ A camera</li></ul></li><li><input type="checkbox"/> Get into the habit of jotting down ideas, including blog post topics, headlines, people to interview, quotes or links you come across, etc.</li></ul></li></ol>

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<p>3. Take a look at the reader who you think will most respond to your blog. Ask yourself the following questions:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> What does she most urgently need help with?</li><li><input type="checkbox"/> What would catch her attention?</li><li><input type="checkbox"/> What would she most like to read about?</li><li><input type="checkbox"/> How can I help her with blog posts?</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Brainstorm headlines for possible posts: <div data-bbox="971 380 1435 913" style="border: 1px solid black; height: 254px; margin-top: 10px;"></div></li> <li><input type="checkbox"/> Brainstorm topics for possible posts: <div data-bbox="971 1039 1443 1365" style="border: 1px solid black; height: 155px; margin-top: 10px;"></div></li> <li><input type="checkbox"/> Write down six ways you can help your ideal reader the most:<ol style="list-style-type: none"><li>1. _____</li><li>2. _____</li><li>3. _____</li><li>4. _____</li><li>5. _____</li><li>6. _____</li></ol></li></ul>

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Steps to take	Actions
<p>4. Make a commitment to speak in your own authentic voice; to focus on it resonating with your ideal reader and disqualifying the rest.</p>	<ul style="list-style-type: none"><li data-bbox="878 289 1446 898"><input type="checkbox"/> Study the linguistic styles used by your ideal readers.<ul style="list-style-type: none"><li data-bbox="971 386 1284 415">○ What puts them off?</li><li data-bbox="971 443 1390 510">○ How formal is their language style?</li><li data-bbox="971 537 1435 604">○ Are there cultural or class quirks that show up in their speech?</li><li data-bbox="971 632 1338 661">○ How forthright are they?</li><li data-bbox="971 688 1216 718">○ Do they swear?</li><li data-bbox="971 745 1333 774">○ Do they use metaphors?</li><li data-bbox="971 802 1446 898">○ What do they share most: Posts, images, image quotes, infographics, videos or podcasts?</li></ul></li><li data-bbox="878 926 1430 1108"><input type="checkbox"/> Start writing in your own voice while being aware of your audience's preferences and dislikes—as well as what seems to resonate the most with them</li></ul>

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<p>5. Create a quick gift that will appeal to your ideal audience, with the intention of checking out your assumptions through reaction to your gift.</p> <p>6. Create a web form and landing page for your gift.</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Sign up for LeadPages®, if creating your landing pages yourself</li><li><input type="checkbox"/> Decide on the template type (video or text), keeping your audience in mind</li><li><input type="checkbox"/> Create your landing page, personalizing it with your unique voice</li></ul>

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7. Decide on whether or not to create a newsletter that will (a) help your ideal reader or (b) help promote your blog posts and content.  8. Decide on whether or not to create a Facebook Page for your blog.	<ul style="list-style-type: none"><li><input type="checkbox"/> Create an email detailing:<ul style="list-style-type: none"><li>○ What to expect from your newsletter</li><li>○ How often to expect it</li><li>○ What the big benefit of signing up for it will be</li><li>○ Why it will help them</li></ul></li> <li><input type="checkbox"/> Create a landing page and sign up form for your newsletter and install it on your blog</li> <li><input type="checkbox"/> Create a Facebook Page for your blog</li> <li><input type="checkbox"/> Create a sign-up tab on your blog's Facebook Page, taking people to your newsletter or gift sign up</li> <li><input type="checkbox"/> Plan your newsletters for at least six months in advance, including in each one:<ul style="list-style-type: none"><li>○ A main theme or topic for that particular newsletter</li><li>○ What it will contain (tips, blog links, news, stories)</li></ul></li></ul>

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Steps to take	Actions
<p>9. Give your blog a purpose and a mission.</p> <p>10. Tweak your blog to appeal to your ideal reader, based on responses to your gift.</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Write your blog “story”</li><li><input type="checkbox"/> Write a mission statement for your blog</li><li><input type="checkbox"/> Write a short bio for yourself</li><li><input type="checkbox"/> Decide whether or not you want to combine any of these—and where in the blog you will place them</li><li><input type="checkbox"/> Research what your ideal reader typically searches for</li><li><input type="checkbox"/> Research which articles and topics seem to be most popular on your competitors’ blogs, based on responses and comments in social media and on the blogs</li><li><input type="checkbox"/> Create strong, relevant categories for your own blog, based on these responses</li><li><input type="checkbox"/> Make sure posts and headlines you have brainstormed fit into these categories and are relevant to your blog’s main focus</li></ul>

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Steps to take	Actions
11. Integrate your blog posts and newsletter with an email campaign and social media posts.	<input type="checkbox"/> Write emails promoting or are relevant to each newsletter topic and blog post
12. Include strong calls-to-action. Make this a habit!	<input type="checkbox"/> Analyze:
13. Use your editorial calendar or schedule to integrate your promotions.	<ul style="list-style-type: none"><li>○ Your web form buttons</li><li>○ Your landing page headlines and copy</li></ul>
14. Get into the habit of creating quote graphics for your posts.	<ul style="list-style-type: none"><li>○ Your bullet points</li><li>○ Your colors—do they drown your message or make it noticeable?</li></ul>
15. Track your results!	<ul style="list-style-type: none"><li>○ Graphics you are using—do they enhance and support your message or do they contradict or confuse?</li></ul>
	<input type="checkbox"/> Make sure you use multiple calls to action across more than just your blog—across social media, in your emails, on your “About” page, in widgets etc.
	<input type="checkbox"/> Decide how you will promote each post and enter actions to be taken into your monthly schedule or editorial calendar
	<input type="checkbox"/> Create a quote graphic for each post
	<input type="checkbox"/> Ask people to share them
	<input type="checkbox"/> Pay attention to your statistics, platform insights and responses



## ~Checklist~

- I understand and am committed to adopting the blogger mindset
- I have identified my “why”, when it comes to creating this blog
- I have decided upon my single, specialized and specific topic and focus for this blog
- I am committed to speaking in my authentic voice
- I have considered supporting my blog by creating a relevant email newsletter
- I have decided on the theme and focus of each newsletter up to at least the next six months
- I have ensured these planned newsletters support blog posts and topics I have planned
- When it comes to my newsletter, I have made sure my readers understand:
  - What to expect from my newsletter?
  - How often to expect it?
  - What the big benefit, why it will help them
- I am paying attention to and sticking to the schedule I’ve created for my blog and my newsletter
- I am inviting people to sign up for my newsletter using more than one strategy, sharing the invitations:
  - In or with my videos and on my YouTube channel

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- In my blog's Facebook Page tab
- Additional social media
- In books and resources, I have created
- In emails
- In popups
- In highly-optimized, eye-catching buttons
- Other \_\_\_\_\_
- I have created personalized, specific messages for my "buy" and "share" buttons
- I have used graphics and color to make my posts even more eye-catching, appealing, interactive and shareable
- I have created easily-shared quote graphics for each post, containing a link to or the URL address of my blog
- I have ensured that my blog focus is one I enjoy writing about and that I find inspiring and fulfilling
- I have created a focus and specific categories for my blog and its posts
- I am using storytelling to connect with readers and show them my unique perspective and voice
- I am creating original posts, giving them my unique perspective or twist—not rehashing other posts on the web
- I have added interviews to my post mix
- I am using a variety of media for my post types

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- I am thinking strategically, looking for every natural opportunity to share, as well as making the most of existing material I have created by repurposing
- I have created a Facebook Page for my blog
- I am giving equal attention to creating powerful, specific calls-to-action not just in my blog, but also in:
  - My emails
  - My newsletter
  - Social media
  - Other\_\_\_\_\_
- I am experimenting with different types of calls-to-action, including:
  - Buttons
  - Popups
  - Forms
  - Other\_\_\_\_\_
- I am using color, graphics and white space to enhance my calls-to-action
- I am tracking the performance of my different types (and placements) of calls-to-action
- I am trying out first person, personalized calls-to-action in buttons
- In addition to being personal and brave in what I share (as well as appropriate and relevant), I am going one step further by making myself quotable

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- I am branding my quote graphics and infographics with my colors, fonts, logos, etc.
- I am reading and responding to comments in my blog and feedback on social media and emails, paying particular attention to:
  - Questions raised
  - Points discussed
  - Areas of my posts that inspire comments
  - New ideas that comments and questions suggest to me
- I am keeping my focus on my ideal reader and her needs and interests—not on myself
- I am using examples of my own journey only to encourage and connect—not to unload
- I am making it easy for my readers to share my posts
- I have considered interviewing guests and have begun to initiate contact with potential guests
- I have come up with a theme and focus for my interview series
- I have let guests know exactly how and when I plan to promote their interviews
- I have considered and investigated using at least one popup on my blog
- I have ensured my posts are mobile-optimized and that I am using a responsive blog theme.

## MAKE YOUR BLOG POSTS CONVERT

I hope that you can put this printable worksheet and checklist to good use. Please feel free to contact me if you have any questions about using it or writing blog posts that convert.

You can reach me at

<http://lisamcope.com/help>

Wishing you much success,

Lisa M Cope

<http://lisamcope.com>