

Worksheet: Writing Your Blog Posts Fast

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The series of questions on this worksheet will actually help you streamline and organize your post writing process. **Print it out and use it!**

By the time you've entered the answers, you should have a much clearer idea of who you're writing for, what your goals are, where the problems lie and how to address them for your audience.

You may not see the need for some of the questions, but answer them anyway, if you already know the answers you should be able to answer them all in no time.

TIP: Go through this worksheet in order. It will help you organize your thinking process and stay focused on the task.

Section One: Your Reader

Blogging Questions	Your Answers
1. Who are you writing to?	
2. What is the general niche?	
3. Is there a specific micro-niche?	
4. What is this reader's: <ul style="list-style-type: none">• Biggest problem• Greatest passion• Biggest need• Irresistible interest• _____	
5. What is this reader constantly: <ul style="list-style-type: none">• Questioning• Searching for• Complaining about	

<ul style="list-style-type: none"> • Arguing about • _____ 	
<p>6. Why does this reader read your blog? What is she looking for?</p>	
<p>7. How does your ideal target reader write? (Don't just check their comments: See if you can find their blog, social media or forum posts):</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Long, rambling replies <input type="checkbox"/> Terse single line comments <input type="checkbox"/> Uses big words or plain ones <input type="checkbox"/> Prefers facts or imagery <input type="checkbox"/> _____
<p>8. Does your target reader prefer a mobile device or a PC, when reading blog posts?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Mobile <input type="checkbox"/> PC
<p>9. What are her other most favorite blogs?</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>10. Are all her favorite blogs within one niche? Which niche?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <p>_____</p>
<p>11. What topics get this reader most actively engaged?</p>	
<p>12. What topics get this reader most actively</p>	

annoyed, passionate or stirred up?	
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Section Two: Knowing Your Competitors

13. Who are your three direct competitors in the blogosphere?	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
14. What is their biggest appeal?	<input type="checkbox"/> Resources they provide <input type="checkbox"/> Answers they provide <input type="checkbox"/> Personality <input type="checkbox"/> Point of View (pro or con; positive or angry, etc.) <input type="checkbox"/> Expert information <input type="checkbox"/> Tuition; “How-to” <input type="checkbox"/> Other _____
15. How long is their average post?	<input type="checkbox"/> 250-350 <input type="checkbox"/> 350-500 <input type="checkbox"/> 500-750 <input type="checkbox"/> Longer!
16. Which types of posts incite the reaction?	<input type="checkbox"/> Sharing on social networks <input type="checkbox"/> Comments <input type="checkbox"/> Reviews of or editorials about the post <input type="checkbox"/> Debates <input type="checkbox"/> Other _____
17. Name six of your top competitors’ biggest “hot button” topics	1. _____ 2. _____

	3. _____ 4. _____ 5. _____ 6. _____
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Section Three: Time Savers

This section can be re-visited, again and again. (TIP: Post it up on your corkboard or wall near your computer.)

<p>18. Create a Blogging Calendar for the month. Use a system that works well with your personal learning style</p>	<input type="checkbox"/> WordPress Editorial Calendar Plugin <input type="checkbox"/> Calendar on my PC <input type="checkbox"/> Physical Calendar (notebook style) <input type="checkbox"/> Desktop Calendar <input type="checkbox"/> Other _____
<p>19. Create an “Idea Jar”</p>	<input type="checkbox"/> Literal, physical jar with slips of paper <input type="checkbox"/> Notebook I keep with me all the time <input type="checkbox"/> File Folder on my desktop <input type="checkbox"/> Program or app I use to generate ideas <input type="checkbox"/> _____ <input type="checkbox"/> Other _____
<p>20. Keyword List for my niche/area of expertise</p>	<input type="checkbox"/> Excel <input type="checkbox"/> Text file <input type="checkbox"/> Program or app I use to generate keywords
<p>21. My Top Ten evergreen keywords are:</p>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

	7. _____ 8. _____ 9. _____ 10. _____
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22. Resource List of apps, programs and systems I access	1. _____ URL: 2. _____ URL: 3. _____ URL: 4. _____ URL: 5. _____ URL: 6. _____ URL:
23. Research Subscriptions or authority sites where I get much of my information	1. _____ URL: 2. _____ URL: 3. _____ URL:

	<p>4. _____ URL:</p> <p>5. _____ URL:</p> <p>6. _____ URL:</p>
<p>24. Guest posters I can call on to cut down my blogging time</p>	<p>7. _____ EMAIL:</p> <p>8. _____ EMAIL:</p> <p>9. _____ EMAIL:</p> <p>10. _____ EMAIL:</p> <p>11. _____ EMAIL:</p> <p>12. _____</p>

**Do you have the sheet all filled out? Now start writing, posting and sharing!
You can do this!**

Have questions or need help just ask: lisamcope.com or [@letsgrowwithlisa](https://www.facebook.com/letsgrowwithlisa) on FaceBook.
I'm glad to help,
Lisa M Cope