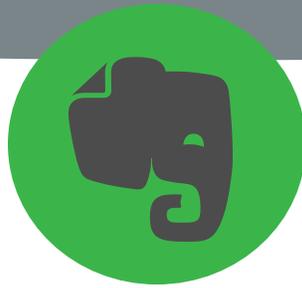# How To Use Evernote For Blogging To Boost Your Efficiency

Last week CoSchedule made it possible to convert Evernote into WordPress, we thought you'd enjoy some actionable advice on how to use Evernote for blogging and content marketing.

Why Evernote Is Awesome For Blogging

—You can use Evernote for anything
—You can use Evernote anywhere
—Take notes wherever
—Have access to your blogging notes wherever you are
***Bonus: Even E-mail blog ideas directly from Evernote*

Use Webclipper And The Evernote Helper To Store Your Ideas

—Read blogs in your niche
—Copy entire article into Evernote
—Use the Helper to copy and paste URLs and even the coolest facts, quotes an pieces of information

Use Skitch to take screen shots with arrows, notes and highlighted areas

1. Skitch is excellent for showing your customers and prospects exactly how to do something.
2. Skitch makes it east to take the screen shots and hone in on specific areas by using rectangles, arrows, and text.
3. The blur feature allows you to take photos even on your personal social media accounts but still keep other information private while still getting your point across.
4. Skitch connects directly into Evernote. Simply drag and drop your Skitch image into the note where you're working on you post.

How can Skitch help make your content producing easier?

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Capture Blog Post Ideas In Evernote

Get Started

- ☐ Set up a single notebook for all of your blog ideas
- ☐ Use the Evernote helper to copy and paste URLS and even the coolest facts, quotes, or pieces of inspiration directly into Evernote.

BONUS:

- ☐ Scan directly into Evernote
- ☐ Use Kindle's highlighter tool and get your quotes into Evernote

Write Your Blog Post In Evernote

Subject: What do I want to talk about?

Central Theme: What do I want to focus on?

Objective Statement

Persuasive: Every person should _____ because of/for _____ . (keyword)
Enabling: Every person can _____ by _____ . (keyword)

Rationale

1. _____
2. _____
3. _____

Resources

Title Ideas: _____
Illustrations: _____
Images: _____
Links: _____

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Evaluation

- [ ] Write the first draft
- [ ] Edit the first draft
- [ ] Read it aloud
- [ ] Insert relevant HTML code
- [ ] Publish a draft
- [ ] Proof-read the draft and make corrections
- [ ] Insert metadata and run post through ScribeSEO
- [ ] Tweak as necessary
- [ ] Schedule for publication
- [ ] Set the featured image in WordPress

Draft:

[Lead Paragraph]
[Relevant Image]
[Personal Experience]
[Rationale]
[Conclusion]
[Discussion Question]

Publish Your Blog Posts From Evernote To WordPress *(Or Wherever, Really)*

- [ ] Connect your Evernote notebooks into CoSchedule.
- [ ] Drag and drop your notes from your drafts bin in CoSchedule as real content on your editorial calendar.
- [ ] Use the workflows and comments you love in CoSchedule for managing your Evernote-created content.
- [ ] When your Evernote content is ready to publish, send it to WordPress, or even share it as a link, HTML, or a PDF.
- [ ] After publish, use your social queue to promote your content right from CoSchedule.

How Will *You* Use Evernote For Blogging and Marketing?

When you're ready to plan all of your content, give CoSchedule a try— it's your all–in–one marketing calendar.

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Hear The Raves

"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times Bestselling Author of Platform: Get Noticed in a Noisy World*

"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

—**Jay Baer**, *Convince & Convert Bestselling Author of YouTility: Why Smart Marketing Is About Help Not Hype*

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The social media editorial calendar for WordPress