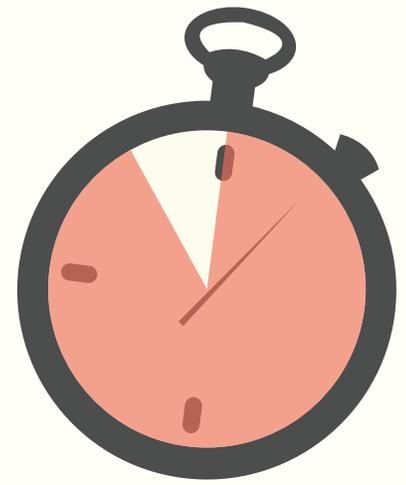


How To Plan A Blog Post

In 10 Minutes

So You Can Write It **Better And Faster**

THE ULTIMATE CHECKLIST



Here are 5 ways you can plan an awesome blog post in 10 minutes or less. We challenge you to try all 5. After all, you'll never know what might work better than the way you do things today if you never try anything new. Plus, this will definitely keep things interesting!

Method 1: Keep An Idea File For Posts

Create a place to write down your blog post ideas so you have them to pull from in the future. You could do this in a multitude of software programs, in a journal, or even on your phone.

Topic or idea: _____

Possible headlines: _____

How did you come up with the idea? _____

Any story that may fit with this idea: _____

The key message you want to communicate in the post or major bullet points: _____

Image ideas: _____

- Did you save the link to the source of inspiration?
- Did you save the embed code for the social media post that inspired you?

Method 2: Set A Timer

Using a timer is merely a faster, more effective way of time blocking tasks. This method puts on the pressure of a deadline to help you tune out all distractions, focus, and get things done in a much shorter amount of time than normal.

- Choose one topic, set a timer for 3 minutes, and brainstorm as many headlines as you can on that single topic.
- Set the timer for 1 minute and in that time, review each headline, circling the best ones (shoot for at least two or three).
- Set the timer for 6 minutes. Quickly outline the blog post content for each headline. List what content to include, image ideas, story ideas, key messages to communicate, the problem it solves, and why someone should care. If something doesn't come to you for a headline right away, skip it and move on.

Method 3: Speak Your Post

If you can't write down your ideas, or you simply don't like writing—that's okay! You can still create blog content regularly without writing. All you need to do is speak.

- Record yourself talking through an idea.
- Transcribe the idea into text.
- Edit your transcription into an outline.

Method 4: Start With Imagery

If you're a visual person who is inspired more by imagery, it's okay to start there, too.

- Set a timer for 4 minutes, visit your favorite stock photo site, and search for images on your topic. For every image you find that gives you a post idea, note the image number, and either add it to a lightbox or download it. When the timer buzzes, stop.
- Set the timer again for 6 minutes and write down the headline or post topic and all the notes, thoughts, and ideas you have for each image. (Use the same list I shared with you on #1.)

Topic or idea: _____

Possible headlines: _____

How did you come up with the idea? _____

Any story that may fit with this idea: _____

The key message you want to communicate in the post or major bullet points: _____

Method 5: Grab A Pencil

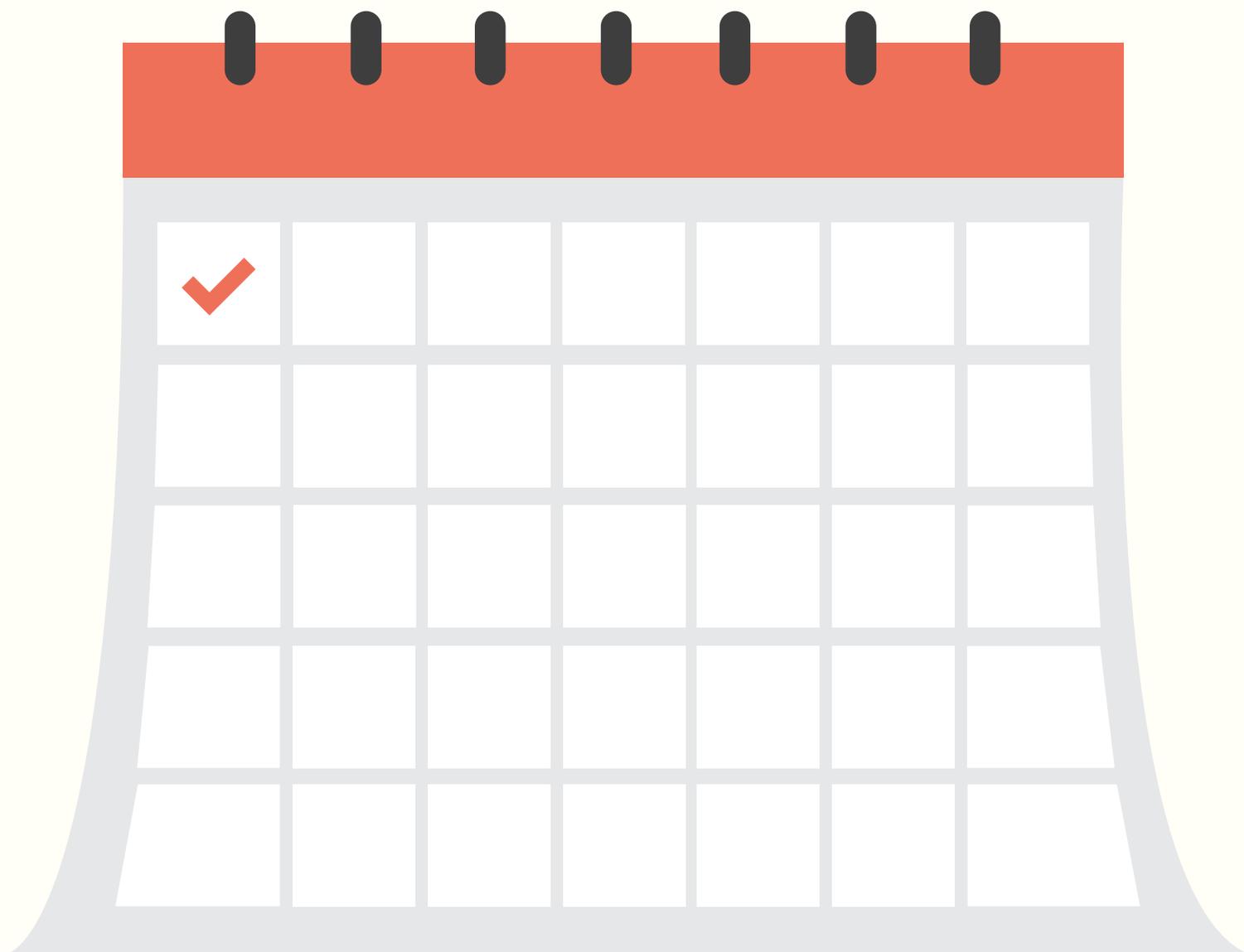
Some people just find that their creativity flows faster and easier on paper instead of in front of a screen. If this is true for you, own it.

- Get your pen or pencil and paper and find a comfortable, quiet, cozy spot free from distractions. Set a timer for ten minutes.
- Write down the topic a blog post topic at the top of your paper.
- Then write down everything you think of—possible headlines, stories, examples, bullet points, key messages, problems and solutions, resources, and more.
- Write until the timer runs out.

**Are you ready to turn your ideas into content?
Plan them with CoSchedule—the world's only content marketing
and social media editorial calendar for WordPress.**

The Calendar Challenge

For 3 weeks, 21 days, set aside 10 minutes each day to complete this exercise, writing down a different topic each day. Not only will your writing get better and you'll get faster at generating ideas, but 21 days is the length of time it takes to create a habit. Creating a habit of daily writing and idea generation will benefit both your business and your blog.



Congrats! After 21 days you have your habit.



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*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for 'WordPress Blog', 'Schedule', and 'Settings'. A large circular CoSchedule logo is centered over the interface. Below the navigation is a calendar grid with columns for days of the week (SUN, MON, TUES, WED, THURS, FRI, SAT) and rows for dates. The grid shows scheduled posts with their respective social media icons (Twitter, Facebook) and titles. For example, on Monday, there are three posts: '5 Tips For Writing Better Blog Headlines' (Marketing) at 8a, '5 Tips For Writi' at 8a, and 'Don't Miss: 5 T' at 9p. On Tuesday, there is a post '5 Tips For Writi' at 8a. On Wednesday, there is a post 'Schedule Your Blog Like a Content Pro' (Content Planning) at 4p. On Thursday, there is a post 'Schedule Your' at 8a. On Friday, there is a post 'Planning Your New Editorial Calendar' at 8a. On Saturday, there is a post 'Grow Your Aud' at 9p. On Sunday, there is a post 'Grow Your Aud' at 9p.