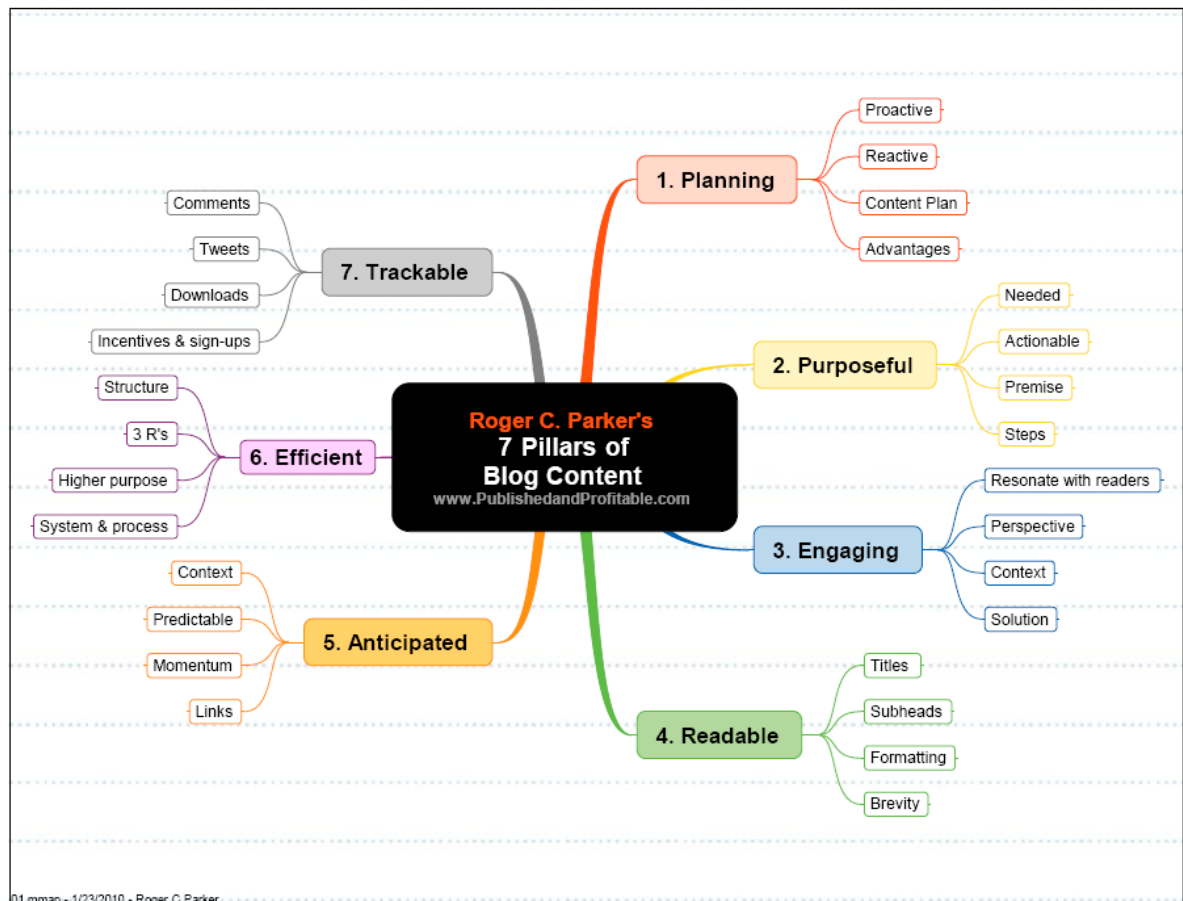


Thank you for your interest...

...in my series of blog posts on creating a content plan for your blog.



Above is a copy of the mind map that I used to create this series of blog posts.

I wanted to show you that a content plan doesn't have to be complex to be effective. (I also wanted to introduce the concept of mind mapping to you—it's a great tool for planning all types of writing projects.)

On the following pages I've included some additional ideas about the upcoming posts, as well as space for you to take notes.

I'd appreciate any comments, questions, or suggestions for future posts.

Roger C. Parker
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Blog Content Plan Notes & Ideas

FROM ROGER C. PARKER'S GUIDE TO CREATING A BLOG CONTENT PLAN

Print and use these pages to jot down notes and ideas as you follow along with my upcoming blog posts.

Step 1: The importance of planning

Without a plan—one that proactively identifies what you're going to blog about and when—you're far less likely to profit from your blog or enjoy the blogging experience. A plan paves the way for lasting relationships with clients and prospects.

A blog content plan also *eliminates uncertainty* by spelling spells-out *what* you're going to write, and *when* you're going to write it.

Step 1	Notes	Ideas
Proactive		
Reactive		
Content plan		
Advantages		

Step 2: Identify your blog's purpose

Your blog posts must serve two masters: you and your readers. Your blog posts should address your target market's goals and problems; it should share practical information that helps readers take action on their concerns.

At the same time, the information you share must be reusable in the future, as articles, newsletters, or teleseminars, or chapters in an upcoming book.

Step 2	Notes	Ideas
Needed		
Actionable		
Premise		
Steps		

Step 3: Engage your reader's interest

Your blog's readers are in a hurry. Each of your blog post titles must immediately engage your prospect's interest by appealing to their self interest. In this respect, blog post titles are similar to e-mail subject lines.

The first sentence of your blog post should amplify the promise offered in the title and compel your reader to continue reading.

Step 3	Notes	Ideas
Resonate		
Perspective		

Step 3	Notes	Ideas
Context		
Solution		

Step 4: Strive for readability

An attractive blog may not be a readable one. Readability is a measure of how easy it is for readers to understand your message. Readability takes into account both design and content issues.

The key idea is that readers are *scanners*: they're skimming your blog posts for key words and ideas that attract your attention and slow them down so they can pay more attention to your words.

Step 4	Notes	Ideas
Titles		
Subheads		
Formatting		
Brevity		

Step 5: Build anticipation

Effective blog creates reader anticipation for future blog posts. Each blog post must not only stand on its own, but must pre-sell the importance of the next blog post. This technique keeps readers coming back on a regular basis, and increases the size of readers who sign up to receive your future posts via e-mail or RSS distribution.

Step 5	Notes	Ideas
Context		
Predictable		
Momentum		
Links		

Step 6: Make it easy

Without a system for creating your blog posts, it's unlikely that your future posts will continue to inform on a consistent and predictable basis. Predictability—the basis of relationship building—requires efficiency.

Like the Ford Model T, efficient writing habits help you write more in less time. Efficiency involves reducing the variables and getting a head start on preparing each post. Efficiency also involves viewing each of your blog posts as an element in upcoming marketing and product offerings.

Step 6	Notes	Ideas
Structure		
3 R's		
Higher purpose		
System/process		

Step 7: Tracking—pay attention to your readers

You blog posts are just one of the cogs in the wheels of your marketing plan. Your content plan must also include an easy way of tracking your reader's reactions to your posts. Otherwise, you won't know which blog posts generate the most interest and which ones create yawns and click-aways.

Step 7	Notes	Ideas
Comments		
Tweets		
Downloads		
Incentives		



**Worksheets
make it easy to
create a blog content plan!**

Coming in February, *Roger C. Parker's Guide to Creating a Blog Content Plan*. You'll get audios, articles, instructions, note-taking sheets, and worksheets for creating your own blog content plan.

[E-mail Roger C. Parker](mailto:Roger.C.Parker@publishedandprofitable.com) for full information!