

Bring Sexy Back to Blogging

TOOLKIT

A HOLLEY CREATIVE PRODUCTION





what's in this toolkit

Congratulations on your decision to start a blog or breathe life into an existing blog!

This toolkit is designed to help you master your first 30 days of blogging.

What is included:

- **A self-contract.** A contract to help you move towards goals that will be achieved by blogging consistently.
- **A read avatar worksheet.** A worksheet to help you become familiar with the person who will be reading your blog.
- **A six-week content planner.** A tool to help you plan up to six weeks of blog posts.
- **A blog pre-launch checklist.** A list of things you should do before you launch your blog.
- **A before and after blog post checklist.** A list of things you should do before and after you publish a blog post.
- **Bottomless Blog Post ideas and thinksheet.** Includes 250 blog post ideas that will cure writer's block.

Not sure how to use any of these tools? No worries! We will be discussing how to use this toolkit during your two-hour private Clubhouse room.



how to use this toolkit

Use this toolkit when following my 10 step process to launch a new blog or re-launch an existing one.

- Select a topic for your blog
- Complete your self-contract
- Create your reader avatar
- Create your content pillars
- Plan your first 30-days of content
- Write 3-5 blog posts
- Complete the "before publishing" checklist
- Complete the blog pre-launch checklist
- Launch your blog
- Complete the "after publishing" checklist

We will cover this in detail during your two-hour private Clubhouse room.



blogging self-contract

I, (your name): _____
commit to giving my blog the best start by writing
consistently for the next 30 days.

I will write _____ blog posts every week.
Each blog post will be _____ words long.

Doing so will help me move towards the following
goals:

- 1.
- 2.
- 3.

To do this, I must:

I commit to blogging and take total responsibility for
my actions.

Signature _____

Date _____



reader avatar worksheet

demographics

psychographics

education

challenges &
painpoints

goals &
aspirations

keywords they
use in search

websites visited

social platforms
used

events they
attend



reader avatar worksheet

blogs they read

books they read

financial
situation



30-day content planner

Grab your 30-day content planner [here](#). It is a Google sheet that you can copy and tweak to fit your needs.

The Google sheet includes a sample content planner and a blank planner that you can fill in using your blog's content.



blog pre-launch checklist

After you have written your first 3-5 blog posts, follow this pre-launch checklist before you launch your blog.

- Select a topic for your blog
- Create your reader avatar
- Create your content pillars
- Select a blogging platform
- Select and register a domain name
- Purchase hosting (if you are using a blogging platform that is self-hosted)
- Setup your blog
- Complete the blog branding process
- Create your essential internal pages
- Set up your social media sites
- Select an email marketing solution
- Set up your email opt-in and test it
- Set up Google Analytics and add the tracking code to your blog
- View your blog on your phone and/or tablet
- View your blog in all major browsers
- Test your contact form
- Install your SEO plugins (if you are using WordPress)
- Push the "publish" button
- Tell the world your blog is live
- Celebrate!



before and after publishing a blog post list

Before you publish your blog post

- Proofread your blog post
- Make sure all the links are working
- Add your affiliate marketing disclosures
- Create internal links
- If you are tracking your keyword rankings, add the keywords you are using into your keyword tracker
- Add an image

Before you publish your blog post - SEO

- Place 1-2 keywords in your content
- Add your target keyword or phrase in your header and URL
- Add meta tags
- Add ALT tags

After you publish your blog post

- Share on all social media sites (post on Facebook, Twitter, and LinkedIn)
- Send out to your email list
- Share with cross-marketing partners
- Repurpose on your podcast, short form video, etc.



bottomless blog post ideas and thinksheet

What if you never got hit with writer's block again? Bloggers suffer from writer's block because they run out of blog post ideas. They look at the blank screen and wonder what blog topics they will cover next.

Filling your blogging toolbox with a sufficient number of blog post ideas will eliminate writer's block. You've got 250 blog post ideas right [here](#).