

Blog Post Planning Worksheet

Opening Paragraph:

Tell a story, outline the background of how you've come to create the content

Statistics/Research:

Outline 2-3 statistics that supports the key message of your post

Main Body Copy/Messages:

List 3, 5 or 10 key takeaway points that you'll expand on in the content.

- 1.
- 2.
- 3.
- 4.
- 5.

Concluding Points:

Recap your opening statement and summarise your concluding points.

Call To Action:

What do you want people to do as a result of reading/watching your content?

Optimisation Checklist:

- | | | |
|------------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Imagery | <input type="checkbox"/> Keywords | <input type="checkbox"/> Title |
| <input type="checkbox"/> Headlines | <input type="checkbox"/> Links | <input type="checkbox"/> Repurpose |