BUSINESS BLOGGING BLUEPRINT

10-Step Checklist
to Launch Your First Company Blog

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INTRODUCTION

Starting a blog from scratch can feel like a daunting task. How to come up with a topic? What if I can't create new content regularly?

Have no fear, the cure is here! With this 10-step blogging checklist, you'll narrow down your topic and get your first post published in a breeze.

Who am I to tell you this?

My name is Pauliina, with 2 "I"s as my blog name emphasizes.

I've been working as a journalist, copywriter, and communications consultant for small businesses for more than 15 years now.

During those years, I've learned two things: writing is not always easy, and even experienced writers struggle with writer's block sometimes.

But, during those 15 years I've learned a trick or two on how to get started anyway. And today, I'll share my best blogging tips with you. Here you go:

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10 STEPS

to start a business blog which drives clients behind your door

1. Tune into your passions and expertise.

What part of your business can be easily turned into tips and tricks that you can share on the blog? You don't need to spill all your expertise, but choose one corner of that and then share some about it.

2. Think about your customer.

What is he or she struggling with? Which pain point can you resolve with your blog?

3. Talk directly to your clients.

Create a detailed image of your ideal reader. When you're writing posts, try to think of this person and the problem you can solve for him or her. It helps you write in an authentic and engaging way.

4. Think about your product suite.

How does your blog complement your paid products and services? You can, for example, give inspiration on how to use your products, or lay out first steps of a process - which your paid service then complements.

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5. Think visually.

If you need a lot of photos, who is going to take them? Or is one stock photo per post enough for you? Both these strategies can work - you just need to make a decision.

6. Create an editorial calendar.

Write down your publication frequency and start planning content.

7. Decide on your publication frequency.

Once a week or even every two weeks is a good start, and you can let things grow from there.

8. Plan your time management.

Block time in your calendar for your blog writing sessions. Write several posts at a time and schedule them. Start writing at least two posts at once.

9. Bank content for 1-3 months before going live.

That way you can be sure that you have enough material for the first weeks or months.

10. Don't freak out - you can do this!

400-500 words are more than enough. You don't need to write a novel every single week.

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STILL STRUGGLING?

Don't worry if you still find it hard. Check out these resources for more support.

Say goodbye to the fear of the publish button. With this editing guide you can finish your text in just 10 minutes.

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