

Blog Post Creation Checklist

Before writing the post:

- Think up a good title (preferably under 70 characters)
- Research keywords
- Create a rough outline
- Look up resources

While writing the post:

- Write strong opening
- Give actionable advice
- Inspiring closing (avoid asking readers to comment at all costs)
- Word count between 800-1500 words
- Include a specific call-to-action

After writing the post:

- Proof read
- Edit it
- Find a good image
- Edit it in [PicMonkey](#) or use [Canva](#) (where applicable)
- Create [Click to Tweet](#) links (if applicable)
- Schedule for publication

After publishing the post:

- Share on social networks
- Respond to comments