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## CARRIE WULF

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Carrie's path to organizational excellence began years ago as the wife of an active-duty soldier. She needed to figure out how to move her family, including pets and special education needs, logistically from point A to point B in one happy-to-be-here piece. Carrie realized how much she loved developing plans, workflows, and procedures. Strategies that made life easier. She has turned that love and those skills into her dream business.

# Streamlined Blogging with Asana

CARRIE WULF



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## **Blogger Breakthrough Summit Podcast Transcript**

### **[00:00:00.17] - Liz Stapleton**

Welcome to the Blogger Breakthrough Summit podcast. I'm your host, Liz Stapleton. If you're new here, this podcast is where I share snippets from sessions at the annual Blogger Breakthrough Summit. There's just too many incredible tips shared each year to keep them all locked away. As a reminder, the next blogger breakthrough summit is happening January 27th through the 31st, 2025. So be sure to mark your calendar. Now onto today's episode. While I personally am ClickUp girly, I know not everyone is. So I'm excited to have Carrie Wulf share with you the magic of Asana and how it can transform your blogging workflow. Carrie faced the exact same struggles we all do, and she found a way out. So without further ado, let's jump right in.

### **[00:00:43.20] - Carrie Wulf**

I want to share my Asana blogging system with you. So I was facing several challenges as I was trying to get my blog up and running, but also trying to work for clients and build my business. But these were the big three challenges that I was running into. I was having trouble with my time management. It was really a struggle for me to find the time to research and write a really good blog article. And then I struggled with my content organization. I had a stack of notebooks and a stack of sticky notes. Sticky notes were everywhere, and they were not helping me keep all of my topics and my content pillars in any organizable fashion. And because I struggled with my time management and my content organization, that also meant I was struggling with consistency. Trying to blog, trying to run the business and work with clients, it just wasn't working. So I needed to find a better way. There had to be a better way for me to organize all of this, make it work, and One day, I was working in a client's Asana account for their project, and I thought, Why don't I use Asana to get my blogging act together?

### **[00:02:12.11] - Carrie Wulf**

And that is what I did. But there are so many features to Asana. It's really easy to get overwhelmed if you've never used a platform like that before. So as I was setting up my system, these are the features that I use the most. So I really rely on those project boards to keep my blog workflow in one area and my content resource library in another. Those project boards are really key for the organization. But then I also keep things in the board view. And you'll see in a minute when I show you Asana, but I'm a visual person. So looking at things as one long list was just not doing it for me. I really needed to see it all laid out in the board view. Then there's the task cards that help me keep all my topics and all my content organized. There's template cards available, and then I really rely I really rely on the due date function.

### **[00:03:16.24] - Liz Stapleton**

All right, if you're feeling overwhelmed by sticky notes and struggling to find time to write, take a leap out of Carrie's book and give Asana a try. Trust me, your future self

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will thank you. And that's a wrap for today's episode of the Blogger Breakthrough Summit podcast. Thanks for tuning in. And a massive thank you to Carrie Wolf for sharing her Asana secrets with us. Until next time, keep blogging, growing. And remember, there's always a better way to do things. You just have to find it.