



Tips to Help You Blog Consistently

WITH LIZ
STAPLETON

ABOUT LIZ

Liz Stapleton is a lawyer and blogger. She is the founder and voice behind Less Debt, More Wine – a personal finance site, ElizabethStapleton.com where she helps readers understand the legal side of blogging, and founder of the Blogger Breakthrough Summit an annual virtual summit designed to help bloggers take back their time and start hitting their goals.



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[00:00:07.850] - Liz Stapleton, Host

Hey, guys. Liz Stapleton, here your host of the Blogger Breakthrough Summit. And this is the Blogger Breakthrough Summit podcast, where we share tips and tricks from our amazing Summit session speakers. And every now and then dive into some stuff that wasn't covered in the Summit. And that is what we're doing in today's episode.

[00:00:23.410] - Liz

Today, I'm going to be sharing a handful of strategies to help you save time so that you can blog consistently. So the first one I'm going to do is have a blogging system like know what each steps are for your blog, and I use Click Up.

[00:00:40.100]

I recommend it. I have a whole blog post on Click Up. I will link to it in the Show Notes, but my process for writing posts usually looks something along the lines of you know, brainstorm some blog post ideas, do some keyword research. Once I've figured out the topic of a post, I'm going to create a rough outline. I'm going to write the intro, conclusion, drop the post, edit it, load it into WordPress, and then I've got to create the graphics, draft the meta description and the Pin description, select the post category, edit the Permalink, link to any other relevant posts on the site, and then schedule the post to publish.

[00:01:11.700] - Liz

Right. So that's actually quite a lot and it's easy to miss steps if you don't have a system in place. So have a system in place. It will help you to stay consistent. It will also make it easier to batch things. So, maybe you're going to create the graphics for all of your posts for the month in one sitting. And because you have a plan and a system, you can do that. All right.

[00:01:32.370] - Liz

The next time I'm going to give you a schedule brainstorming. So there's nothing worse than having to sit down at a computer and not knowing what you're supposed to do or what you're supposed to write for your blog. So if you regularly take time to brainstorm ideas and things you want to do for your business, and it doesn't have to be hours and hours, it could be like 30 minutes every Friday afternoon or you're already tired and just kind of want to think. Like, give yourself thinking time. Okay.

[00:02:01.560] - Liz

The next strategy I want to share is make sure you're using an editorial calendar to plan ahead. And that really goes hand in hand with having a system for your blog and posting. Again, I cannot recommend Click Up enough. It is, I think, the perfect tool for bloggers. Definitely check out my post on how to use Click Up for bloggers, but it's fantastic.

[00:02:21.270] - Liz

Another way to save time, I've got two more ways for you, is to update old content. This applies particularly if you've got a permanent link structure that does not include the date. If it includes the date, it's a little trickier, but you've become a better blogger since you published your first few posts. So you can go back and update those and make them even better and republish them and it's going to show up as a new post on your site.

[00:02:46.330] - Liz

And guys, as much as we don't want to hear this, people don't go on our sites and read every single post. They don't. And so a lot of times that older content will be new to a good portion of your audience.

[00:02:57.690] - Liz

And then the last thing, tip I want to give you to stay consistent with your blog post and creating your blog is using templates. Templates are great timesavers and you probably only write a few different kinds of posts overall, right? Like you could be doing a review, a roundup, a listicle, maybe a how-to, and promotional posts. That's a handful of the types of posts.

[00:03:21.220] - Liz

Kind of have like a little rough template or outline of what each of those posts are going to look like and what items you're going to need there. Do you need to create like a table? Do you need to create specific kind of images? If you're doing reviews, are you reviewing it against another product? What kind of stuff does that involve? So just keep that in mind and those are my handful of tips.

[00:03:43.930] - Liz

And if you want some more, I've got a blog post actually covers a total of 17 Tips to Save Time so that you can blog consistently and I mean it includes the ones we've covered but you can get...What is that? Twelve more by checking out that post so hopefully you find that helpful. If you do comment, subscribe to the podcast and I will catch you next time when we're going to talk about how to come up with blog post ideas. I'll catch you then.