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Hey Everyone, welcome to Episode two of the Blogger Breakthrough podcast. If you're new here, I'm your host. Liz Stapleton from Elizabethstapleton.com and the founder of the Blogger Breakthrough Summit.

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In today's episode, we're going to talk about how to stay consistent with your blog. So let's get to it.

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Okay. The first thing you need to establish is your consistency schedule. OK, you're really going to struggle to stay consistent. If you set yourself up for failure, don't say you're going to post three times a week or tell yourself you're going to post three times a week if you can only manage one post every other week.

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There's nothing wrong with posting only once every other week or once a month, you need to figure out a schedule that works for you. Especially now, I think a lot of us have had our time to work on our blogs really limited by, you know, family being home and all sorts of other things. So, you know, give yourself some grace and give yourself a break. And if you can only manage once a month or once a week or once every other week or whatever.

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You know, accept that it's okay. And then just pick that as as your schedule. If you're behind or constantly scrambling to finish a blog post to make sure it goes out. You know, do a hard stop. Give yourself a month or two. Let your e-mail list know and I would suggest continuing to email your list. Even if you're kind of taking a posting sabbatical and use that month or two to get ahead on your editorial calendar, that way you're not constantly scrambling.

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I've done this because, I've done all the ways, I've tried scrambling and stopping and starting, but really taking a solid break a month or two to really get things aligned and make sure all the little bugs on my site were kind of cleaned up so that I felt better spending time creating blog posts has helped. And it's much easier. Take a break and then be consistent from there on out, than it is to, like, stop. And then your audience never knows what to expect.

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OK. So resist the urge to post something as soon as it's done. Unless it's super timely. So, you know, sometimes you do, I remember when I created my GDPR guide in 2018, it was super timely, like GDPR was going into effect. So people needed that information.

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It's okay to take a break. It's the cost of stopping and starting that gets hard like I said.

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If you are struggling to keep up, even after you've taken a break and you know you've gotten ahead just like you keep those meals in the freezer for like when you're too tired to cook.

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I've got some quick on hand solutions for your posting schedule. So the first idea is to update an old post. So if you've been blogging a while, chances are you've got some posts that can use to be updated. So update it and give it a new featured image. Now, there's, there's a technical caveat to this. The trick is that you do the update just like you would update anything. And then the day you want to go, "live", go in and change the date to the current date at a time that's already happened.

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You do not want to schedule an updated post. It causes some tech issues. So go ahead and update it. The updates will be live before you make it, you know, kind of the most recent post. And that's fine,

you know. But then it just kind of keeps your blog feed moving.

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You also need to make sure if you're going to do the update strategy that your URL doesn't include the dates. If you're permalink structure, which is the URL where it's like your site name..

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For example, mine's Elizabethstapleton.com. If it's Elizabethstapleton.com/mm-dd-yy/post-name then this, Don't don't do this. Don't update changes on the post because it's going to break your old URL and then you got a forward it. It's best to have a permalink structure that doesn't include a date. And you can do that in your settings on WordPress. If you do have you know, if you didn't know that when you first started and a lot of people don't, so don't beat yourself up about that.

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I would leave it alone until you can afford to hire someone to go in and fix that for you, because it will require it. If you change it, it will break all your links and that is not a headache you want. Grayson Bell from iMarkInteractive, he's awesome. I'm a monthly subscriber to services. I'm not an affiliate or anything, but he's who I would recommend if you do have this permalink problem? But this post is about staying consistent, not about permalinks.

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So let's go on, the next quick and easy way to post something is to do a roundup of your own posts. So roundup of other content can be a lot of work, because you have to do all this research and, you know, get permission for images and whatnot. But you can totally do a roundup of your own post pretty quickly.

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For example, if you're food blogger, you could do your top five chicken recipes or InstaPot recipes or vegetarian recipes. You know, the same thing works for other niches, too.

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For my personal finance, I did like top five posts to help you pay off debt, top top five frugal living posts to save more money. You know, take a category on your blog and figure out a way to do roundup. It doesn't need to be a huge number. You don't need the top 17 posts. Just work with what you have. I think five's fine. The benefit is it's quick to write. All you have to do is write an intro to each post and then link to it and it helps get more eyes on those posts.

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Is that going to be the most like SEO friendly post? Not necessarily, although search engines do look at how many pages are pointing to your posts within your site. So it doesn't hurt. It just won't be super long. But it keeps things going. It makes it easier to act so that you have something that posts. So you stick to your schedule if something comes up. Right. And then another strategy, would be, of course, guest posts.

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Now, getting quality guest posts can be a challenge, but if you're in some sort of blogging group on Facebook, you can usually do a post. It's like "hey guys" I've seen this done especially for women who are about to have a baby. And they're like, "hey, guys, I'm about to have a baby. Can I have some guest posts? To help fill up my posting schedule because I'm going to have a newborn?" you know, but you can just say, "hey guys, I'm looking to get more guest posts on my blog. You know, if you're interested, send me a little information about your idea" Then make sure it's like a legit blog post.

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Any, any sort of email you get that's like how much to post on your blog? Those are spammy. Don't do those, don't get paid for it. That's junk, but legitimate bloggers, good guest posts can also be a great way to fill your editorial calendar.

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OK. And the last tip I have to help you stay consistent is to batch like crazy, but only do one thing at a time, which I know sounds a bit contradictory.

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What I mean is this, if you're working to create a featured image for a post, do it for several posts at once. But just do the featured image. Worry about the Pinterest images later. When you're writing, just write. Don't try to edit and proofread at the time. The more you batch like this, the easier it will be to keep things moving.

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Jeff Goins, who is a writer he wrote *The Art of Work, I think* and *Real Artists Don't Starve*. He spoke at 2020 Blogger Breakthrough Summit about having a three-bucket system for content creation. As long as those buckets always have something in them, you'll always have work to do and be able to put out posts. And these are the three buckets, he said. A bucket of ideas, a bucket of drafts, of drafting some, drafting it into something readable, and then a bucket of edits.

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So editing it into something publishable. So capture your ideas in a bucket. You know, a bucket of drafts, a bucket of edits to do. And then your job is really just to move something from one bucket to the next. OK. As long as you do that, like each day you move one bucket, something from one bucket to the next. Then you know, you're not going to run out of content. OK. And the final tip is, which I know I said final tip, but another final tip, a post-final tip is don't get hung up on what tools you use for ideas or drafting or whatever.

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Do whatever works for your brain. Trying out a new tool just because someone mentioned something is a distraction and it's a form of procrastination. If your current toolset isn't working for you then, ok, you have permission to go looking for other tools, but don't waste a ton of time on them because again, it's just procrastination in another form. I'm an expert at that as well. But hopefully, these tips will help you be more productive and consistent with your blog posting.

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I just want to thank you for being here. I'm so glad you could join me for this second episode of the Blogger Breakthrough podcast. I hope you'll stick around for Episode three, where I'm going to be sharing some tips on how to prioritize when it comes to blogging I'll catch ya then.

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If you want to make sure you never miss an episode.

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