- BLOG CREATION CHECKLIST -

Choose topic from Content Twister ☐

Write interesting headline ☐

Create a negative why stack ☐

Create a positive why stack ☐

Write valuable lesson ☐

Use "you" and "your" throughout your writing often ☐

Ask questions to get engagement ☐

Create a call to action ☐

Spell check ☐

Choose an interesting image from Shutterstock ☐

Choose an excerpt to promote on FB ☐

Write a summary of the blog to share on FB above the excerpt with link to blog ☐

PRESSURE TEST

Is this interesting and engaging? Y | N

Is there an exciting and logical next step? Y | N

Could a 12 year old who can't speak English good understand it (i.e no technical speak)? Y | N

If you had the problem you're talking to your audience about, would you find
it interesting? Y | N

Do you have a lead magnet that can help solve this problem that your audience has? Y | N

Do you have an appt with a fancy name that can help solve this problem in
your audience's life? Y | N