

Blog Post Outline

Phase 1

- Open a new document in Google docs
- Write the main search query as a temporary title
- Set the place holders for the first part of the blog post. I use square brackets and capital letters.
- [INTRO] [ANSWER TARGET] [BRIDGING PARAGRAPH] – 2 empty lines below each.
- Copy/Paste the main search query as the first subheading.
- Add the following writing prompt: *Write 4 paragraphs of 3 sentences each that completely and concisely answers the primary search question.*

Answer the following questions and add the answers to your Google doc:

- List 2 articles in your content cluster that overlap the topic of this post. Preferably already written or on your hit list.
- Is there an article on Google Scholar that you can link to for EEAT? Name it and copy/paste the link.
- Is there an affiliate product/own info product that overlaps this topic?
- Do you have a personal experience/story about this blog post topic?

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Phase 2

- Format the blog title as an H1 (Ctrl + Alt + 1)
- Click the block in the top left that will automatically name the document the same as your search query/title.
- Format the first subheading as an H2 (Ctrl + Alt + 2).
- Add 4 or 5 additional subheadings for 5 to 6 subheadings in total. Leave 4 lines empty space below each.
- Format these subheadings to H2 (Ctrl + Alt + 2).
- Pre-select which subheadings will include the interlinks to other posts. I put interlinks in subheadings 2 & 4.
- Pre-select the subheading for your personal experience/story. I usually put this in subheading 3.
- Pre-select which subheadings will include the affiliate link or link to your info product. I will usually try and weave this into my personal experience/story, or include it in subheading 5.
- Pre-select the subheading that will have the academic paper from Google Scholar. I normally have this in one of my last 2 subheadings.

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Phase 3

- Review any research that you need to do and add a short writing prompt for each subheading. I try and keep my writing prompts to a single sentence or two. Sometimes a prompt will be a group of key ideas separated by a /.
- If you are going to have an external link to an academic paper or another resource, copy/paste the full link under your writing prompt so that it is easy to copy/paste the link into the post later without wasting time finding it again.
- Name the posts you are interlinking to and affiliate product/s under the subheading where you want to put them (above the writing prompt).
- If needed, give yourself a reminder to write 3 paragraphs of about 3 sentences each for the subheading.
- Leave at least 4 empty lines between the end of your writing prompt and the next subheading.
- Optional: set your writing prompt to bold typeface making it easier to spot quickly on a mobile screen.

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Phase 4

- Open Google docs on your phone.
- Check that it is set to a white background so you can see the cursor.
- Open the Google doc of your post outline.
- Test voice typing one of the subheadings (not the first subheading).

My post writing shortcuts:

- I first write the content for subheadings 2 to 5/6.
- Once the other subheadings are done, I write the first subheading as I'm now in the zone of the content and don't need to think much.
- I finish with the intro/answer target/bridging paragraph section. At this stage I already know the rest of the post so it is easier to create the intro for something already written.

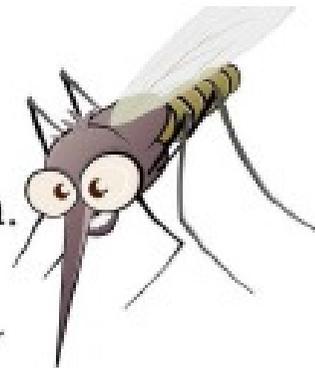
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Q&A + Some AI Prompts

These are the 3 AI prompts that I use to speed up the process:

- Write me 25 click-worthy titles of 70 characters or less for my blog post about “XXX”.
- Take this block of text that I voice typed, and rewrite it in a friendly, neighborly tone. Split the text into relevant paragraphs of about 3 sentences per paragraph.
- Give me 10 relevant subheadings for my blog post called: “XXX”. Add a writing prompt for each subheading.

Don't be
distracted
by criticism.



Remember -
the only taste of success
some people have is when
they take a bite out of you.

Zig Ziglar

Ziglar.com