

# 3 Steps to Make Quick Work of Blogging

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Even if you love blogging, the one thing that most business bloggers complain about is how much ***time*** it takes to keep their blog up-to-date.

But if you have a system – the truth is, blogging can take as much or as little time as you want it to – and you can still have great content on your blog. This short report, outlines an easy-to-apply system for you and other tips to make blogging a whole lot quicker.



A little while back, I was feverishly working on scheduling my blog posts so I'd have plenty of content before the birth of baby #3. I had managed to schedule 20 posts in about 2 1/2 hours and some of my Twitter friends were dumbfounded. They said 1 blog post could take them up to that much time - how could I do 20?

If you're interested in making fast work of your blogging, here are my 3 important steps for getting more (GOOD) posts done in a short time.

## 3-Step Quick Blogging Plan

**1. Plan your topics and make notes ahead of time.** I regularly get my notebook out (no, not my laptop...an actual paper notebook) and write down my ideas ahead of time. I keep the notebook with me at all times and I plan posts a few weeks (or in my recent case, a couple months) in advance.

If you prefer to use your PDA, go for it, but I do recommend getting away from the distractions of the computer to start your brainstorming. If you need to do research, that's fine...but do your final planning away from that computer.

**2. Keep it Simple And Realize Novels are not required.** There is no length requirement for blog posts. In fact, some of my shortest ones are the most popular with my readers (ex. the whole Tough Question Tuesday category). Sure, sometimes you have a lot to say on a subject, but overall - keep it short, sweet and to the point. Your readers will likely appreciate and you don't have to be chained to your computer for just 1 blog post.

**3. Use the scheduling feature of your blog and post it in bulk.** You probably do use your scheduling to some degree, but really take advantage of it. If you plan a few weeks in advance and realize you don't need novels, you can load up your blog with plenty of fresh content to roll out over the next few weeks. Just doing everything in chunks (a bunch of planning and then a bunch of writing), makes it a whole lot easier.



Simply trying to blog when an idea comes to you is perfectly fine – but you may not get as much posting done or you'll have to work even harder to get done what you can by doing your research, writing and scheduling in bulk.

## More Tips for Making Your Blogging Quicker

Follow the three steps outlined above and you're sure to see things get a lot easier and faster when it comes to blogging...but here are some additional ideas to make your content creation even faster.

- 1. Comment on blog posts or articles on other websites.** They've done the hard work – now you just need to share your thoughts.
- 2. Invite guest bloggers to post on your site.** If you have a blog with good exposure, you can find people who would love to post. Provide them with a profile and other perks on your site to make it an attractive offer.
- 3. Publish reprint articles.** For example, you can try ezinearticles.com for content or the affiliate programs you have joined may also have reprint articles for you. If you're blog is conversational, you may not want to simply post a reprinted article. Instead you can publish the article elsewhere on your site and link to it, include an excerpt and your own comments on the content.
- 4. Publish PLR (private label rights) content.** You can approach PLR the same way as reprint articles, but because you have full editing rights, you can do more with PLR. You can take excerpts, change the content to suit your personal opinions, etc.
- 5. Hire a writer.** You can simply have someone ghostwrite short posts for you that you then publish on your blog. Or you can hire a writer (with their pen name or real name) that writes for your blog and takes care of the posting and scheduling.
- 6. Answer questions from your readers.** If you have someone email you or post a question in a comment on your blog, turn that into another quick blog post.



- 7. Keep a notebook, PDA or handy.** As mentioned in the 3-step plan, you're going to pre-plan all (or most of) your topics, but keep something close by where you can jot down ideas or whole blog posts on the fly. Some of the best blog post ideas come when you're out in the real world – instead of in front of your computer screen.
- 8. Try photos.** Sometimes pictures REALLY are worth a thousand words. Share a photo with your readers. It can be funny, give a little peek into your personal life, intriguing or just plain word. A good picture needs very little else said to get it's point across.
- 9. Break it up.** There's no rule that says you have to give all your thoughts on a subject in a single blog post. If it makes sense to break the topic up, do so.

Blogging does take conscious work, but it doesn't have to take over your life. Set aside time each month or week to dedicate just to your 3-step blogging (and don't forget the 9 additional tips to make things even easier) and you'll be golden.

## Ready to Get *Even More* Results from Your Blogging?



Then join Alice Seba and Lynette Chandler for an intensive 4-week [Internet Marketing Blogging Bootcamp](http://IMBloggingBootcamp.com) to get more results from your blogging for profit.



Through our hands-on and personalized program, we'll show you how to really connect with your audience so they'll always be craving more. You'll establish a regular blog routine, transform your blog into a blog that **SELLS** and learn to get more regular readers to your blog.

**Reserve your seat in this virtual class at:**

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