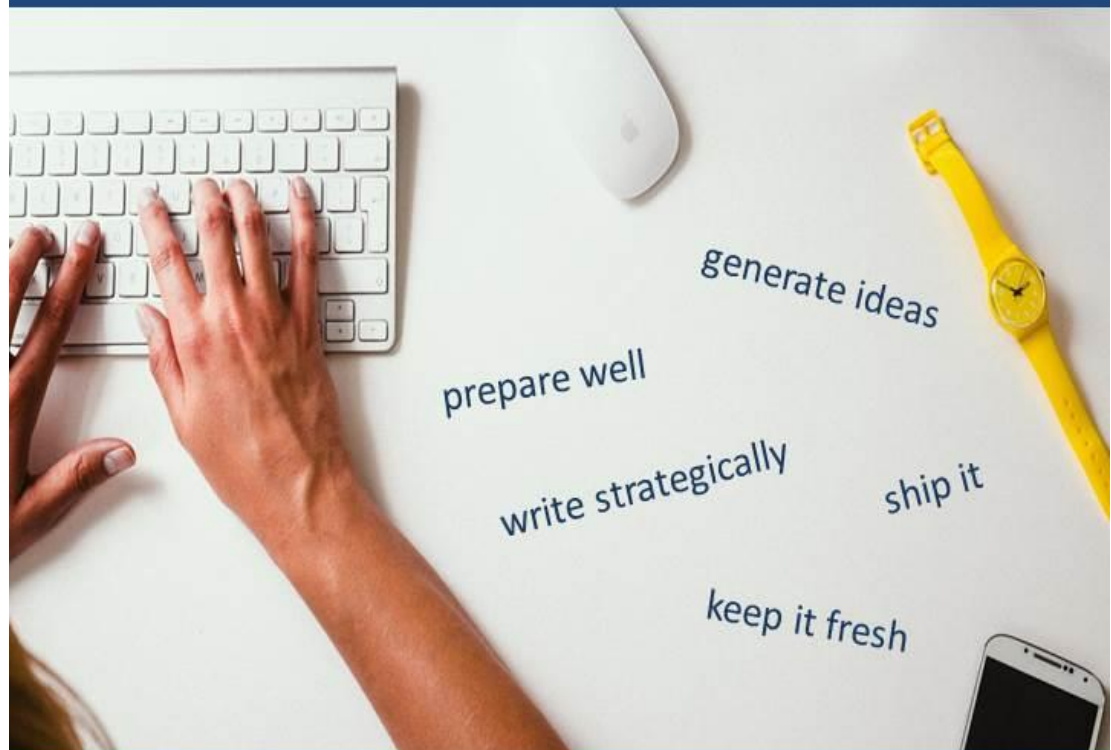


# 5 Best Practices for Meaningful, Consistent Blogging (a checklist)



Julie Sunne

# Welcome

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I had not set out to become a blogger. In fact, it was not even on my radar. That is, until my oldest son declared I had a message to share and needed to start a blog. His simple declaration (and subsequent help in setting up my first free blog on Wordpress.com) made me a blogger.

Nearly 5 years later and thousands of blog posts later, I'm still discovering the finer nuances of meaningful and consistent blogging. This is the culmination of that discovery.

My prayer for this little resource is that you don't see it as one more thing to add to the to-do list, but instead as a huge help in moving forward with sharing your message.

*"Declare his glory among the nations, his marvelous works among all the peoples!"*

*Psalms 96:3 ESV*

... by His daily grace,

*Julie*



# 1. Prepare Well

First thing you must do to obtain clarity is identify the why and how of your blogging.

- ➡ Develop a concise and meaningful purpose statement  
(Without a why, you will lose your focus.)
- ➡ Define your audience  
(Who are you wanting to reach?)
- ➡ Decide on your frequency and stick to it  
(*“If content is king, consistency is queen.”* Neal Schaffer, *Maximise Your Social*)



## 2. Generate Ideas

Fill the well of ideas and topics to make posts meaningful to your audience and reduce writer's block.

- ➔ Keep a print or digital notebook handy (Evernote is great, but so is a simple notebook or journal or even Post-it notes; the point is to always have something to capture ideas.)
- ➔ Make time to do nothing but absorb life
- ➔ Leverage your life experiences (Relive your past, live the present, explore the future. Use those stories.)
- ➔ Expose yourself to a variety of thoughts and content within and outside of your specific focus
- ➔ Journal/write regularly



## 3. Write Strategically

Explore and employ writing strategies to produce more consistently and meaningfully.

- ➡ Get your writing time scheduled on the calendar  
(Consider using an editorial calendar to develop themes for months.)
- ➡ Employ motivational strategies that work for you  
(Cut distractions! It takes 20 to 25 min. to get back on task once interrupted  
[\[http://lifehacker.com/how-long-it-takes-to-get-back-on-track-after-a-distract-1720708353\].](http://lifehacker.com/how-long-it-takes-to-get-back-on-track-after-a-distract-1720708353))
- ➡ Use incentives like snacks and breaks
- ➡ Serve your audience by focusing on them as you write
- ➡ Don't wait for inspiration, simply write
- ➡ Read your work aloud



## 4. Ship It!

Don't wait for your work to be perfect. Do your best and then ship it (imperfect and all).



*“Consistency is better than perfection. We can all be consistent—perfection is impossible.”* ~Michael Hyatt, best-selling author and blogger



Have a home-base (a website/blog) where you can host your writing (Don't try to host your writing on a social media site.)



Share your posts via email and on social media (Just pick one or two social media venues to share on at first until you can navigate them well.)






Use sharing software/apps to schedule your blog posts



Ship according to the frequency you set for your blogging schedule

## 5. Keep It Fresh

Tap into other resources to keep your blogging fresh and effective.

-  Study the blogging of those in your similar field of interest (Look for what attracts and detracts you to their site/content.)
-  Invest some time into keeping up on what online marketing experts are sharing (Join online summits and webinars, read books, etc.)
-  Refer to this checklist, and print off and post the one-page quick reference guide by clicking on the button below.

[Blogging Quick Reference Guide](#)

*Then He said to them, "Go into all the world and preach the gospel to the whole creation."  
Mark 16:15*

# About

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Julie has been blogging consistently since 2011 as well as editing for more than 15 years and writing for nearly as long. Her writing credentials include feature and copy writing for local newspapers, articles for the Healthy Leader, (in)courage, Mommies With Hope blogs, and posting regularly on her own blog, [juliesunne.com](http://juliesunne.com).



Julie writes and speaks to encourage others to discover purpose and hope in the midst of the trials and blessings of their complicated lives through the love and grace of Jesus Christ. She believes blogging is an essential tool for spreading a message to the widest possible audience.

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