



Blog Energizer Officially Launches On November 18, 2008
Get Ready To Energize Your Blog

Bloggging Planner

Foreword & How To Use This Planner

I've always thought it is unnecessary to instruct people how to use a planner – any planner. But since there aren't that many planners centered around blogging and blogs maybe this one needs to be explained a little bit. So here we are. But before we get into that, I'd like to put in a few notes about why it is so very important to plan your blog.

When blogs first started, the whole essence of it was to publish 'on the fly'. No planning or deep thought and research required. But as blogs matured, people begin to realize they are no different than any other web site or business. It takes planning.

This realization hit really home for me. I used to blog haphazardly. Whatever comes to my mind and whenever the fancy hit me. I had a stack of cards filled with topics to blog about but sometimes I'd sift through the cards and still not find a topic to write about because I didn't 'feel like tackling those' or the ideas were just too heavy and I was too tired to go into that much detail.

Then, I tried putting the topics into a structured planning sheet for a month, listing the topics and putting a date next to each of them. It is *amazing* how much this one simple action forces you to get your act together. It is also this one simple action that allowed me to see the blog in a different light. A bigger picture. I saw topics that could be grouped together to make a series. I saw mini events that could be done to spread the word. I saw how some posts could be linked back to older posts to support, expand or update the points already written about before and a lot more.

The first sheet you will find is the monthly topics planner. Write down the topics you plan on getting out there for the month, who the blogger is you have staff or guest bloggers, when you plan to post it in the scheduled column and the actual publication date. Sometimes the scheduled and publication date is the same and that's OK. That extra column is handy because sometimes you put something down and don't get a chance to publish on the day intended. When the post is published you can check it off in the circles on the left.

The second sheet is a weekly planner specifically designed for those who have multiple blogs. Each column represents one blog and rows represent the day of the week. This is a great way to plan how you distribute your time across these blogs over the week. At the intersection of each blog and week day you can either write the topic you plan to write, ideas, tasks or time you plan to spend. This will give you a nice snapshot of what's happening on the different blogs it can also help you quickly see where you can cross promote and cross link these blogs.

We hope you make the most use of the planner or if it gives you ideas to create your own by all means do. As long as your blog is being filled quality, traffic pulling content regularly that's what matters.

As for me, I'm going to get my team back to work on your next download. A 'playbook' of traffic generating activities you can do on your blog and they don't have to cost you money.

Happy Blogging,

Lynette Chandler

Weekly Blog Planner

Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				