



WRITER & BLOGGER GUIDE THAT WORKS!

by Maureen Beaucond

WRITERS write and BLOGGERS write. BOTH ARE WRITERS. Both outline their plan, do research, have their notes handy and block out the world.

- 1. Bloggers are writers with specific focus on key words, tags, images and SEO (optimization) PRIOR to writing.*
- 2. Writers DON'T edit as they go, consider image placement or wonder off topic.*
- 3. Writers edit, link, embed AFTER the first draft is COMPLETE.*
- 4. NEVER leave a brainstorm of thought without recording it. If you don't write it down or talk it into your phone your fabulous idea usually disappears FOREVER!*
- 5. Dictate to phone, write down or jot into Scrivener every thought of content as it flows freely from your mind. Focus ONLY on IDEAS in creating your first draft. Finish it off later.*

6. **SCHEDULE** timed writing sessions. Find a secluded place and **DO IT!**

The question is “Do you blog or write only? “

Writing without blogging is a one-off creation, maybe journaling, copywriting or writing press releases for a client or your job.

Blogging is dependent on many more pieces to make content ready to publish or post. Sometimes your blog is part of a series or an educational how-to. Usually it tells a story, has a take-away for your audience that solves a problem or can be used to achieve a specific result.

As a blogger, I find **THE** hardest part of writing is plopping myself in front of the computer to assemble and finish a piece to publish.

I developed my *Ultimate Bullet Journal for Blog and Business* to make sure I never run out of topics to write about. It will do the same for you.

Discipline is my big issue. My biggest **DISTRACTION** is getting lost in all the other **MUST-DO**, **FUN-DO** and interesting stuff that goes with blogging. That's why I developed a simple system that works for me to save time, get it all done and automate repetitive tasks.

Before I close, here are 3 **SMALL** changes to **GUARANTEE** your writing is created to invite the right audience and get them involved:

1. Increase the block of time when you write. Write more words. Do this and the quality of what you write will grow to **AWESOME**.

2. Publish your writing, blog, journal or company website content using the WordPress platform. You'll find more information about Wordpress on my website and in my 5-Day Writing Challenge where you write your first 5 blogs.

3. Automate with FREE and AFFORDABLE tools available for WordPress. I have a list of these for you in my 5-Day Writing Challenge.

Writing is incredibly simple when taken step-by-step.
I can help you with this. It's what I do.

Whether you journal, write for a group newsletter or scrapbooking, share your travels or hobby, or vent your frustrations and passions in life... Make it GREAT!

Join Maureen Beaucond's WRITER & BLOGGER
5-DAY WRITING CHALLENGE

www.CoffeeHourBusiness.com