

**Build Your Successful Coaching Practice**  
**Action Worksheet #9: Blog Posts You'll Be Proud Of**

**Objective:** Create and select great blog topics, write effective blog posts, and optimize them for SEO.

**1. Come up with a good long list of possible blog topics for now and the future.**

Questions people ask me about my work:

Key concepts and research findings that impact my work:

My go-to coaching techniques that people could use on their own:

Books I love:

Stories from my practice (unrecognizable, with permission):

Ideas from other people's blogs:

## **2. Schedule time to write, and set up good conditions for your writing.**

Fixed amount of time to complete one or more posts.

A quiet place without interruptions if possible.

Your most energetic and creative time of the day.

## **3. Choose a topic to write about.**

Remember that your post need not be comprehensive or ground-breaking. It's an offering – your take on a topic of interest.

## **4. Write for your readers.**

- Imagine you're writing for one new potential client or reader.
- Don't assume your reader has read your prior posts.
- Write in a warm, personal style.
- Include a brief story if you can.
- Read out loud as you write to ensure you're writing in a conversational style.

## 5. Optimize for SEO.

- Aim for 500 – 1000 words.
- Include reference to your work as a coach.
- If you can do so naturally, include keywords in the title (without geographic modifiers) and a few times in the text (with or without geographic modifiers).