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**Build Your Successful Coaching Practice
Action Worksheet 5a: 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.

Key concepts and research findings that impact my work or life:

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

Books I love (or key ideas, chapters, or quotes from those books):

Questions people ask me about my work:

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.
- ✓ Other conditions that work for you (rewards, deadlines, etc.):

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.

Consider taking one rich topic, dividing into four, and knocking out four posts!

4. First write for your readers.

- Write relatively brief posts; aim for 500 – 1000 words.
- 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 and share something about yourself.
- Read out loud as you write to ensure you're writing in your natural voice.
- Begin with a brief story, a question, or a promise that will engage readers' attention.
- Finish by offering the reader a simple, practical way to use the information.

5. Then optimize for SEO.

- 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).