



Hello there,

I spent 7 years building a deli-bakery-café business with retail and wholesale divisions, eventually taking my best recipes online selling them as packaged baking mixes, so forgive me for presenting this information with a bit of a “foodie” theme to it.

During my years at the bakery, I learned if you want consistent results, no matter how often you’ve made something before, you absolutely need to follow a recipe! If you don’t, you WILL get disturbed or distracted and forget something as you bake. You probably won’t notice until it’s way too late and the end product comes out burned, flat, ugly or worst of all... inedible and you can’t sell it!

So understanding that’s where I came from when I created this “recipe” to ensure when you start blogging that you have already research your niche and have all the ingredients required to ensure consistent, quality results that will bring people back to “eat at your table” time and again, I’m delighted to share my recipe with you.

Cheers,



A handwritten signature in blue ink that reads 'Debra Lloyd' in a cursive script.

PS: Pop in for a visit at [WP-WebWorks.com](http://WP-WebWorks.com) to see what we’ve got cooking over there!



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# POST PREP CHECKLIST

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## MAKE YOUR GUEST LIST: **DEFINE YOUR TARGET AUDIENCE**

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- Define your reader/viewer/customer/client avatar – be as specific as possible
  - age group
  - gender
  - relationship status
  - family size/makeup
  - occupation
  - location
  - hobbies and interests
  - income bracket
  - device/s they use
  - top 5 websites
  - top 5 Facebook pages they like/visit regularly
  - top 5 Facebook Groups they're a member of
  - top 5 LinkedIn Groups they're a member of
  
- Define the problem you solve or solution you provide with this site/content piece.
- How does this process/page/content move your visitor toward their goal/objective?

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## WHAT WILL YOU SERVE: **PLAN & REFINE YOUR MENU**

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- What's their biggest fear/problem you can help solve or what's the solution you'll provide?
- What's their primary issue/problem/objective they need to resolve?
- What systems/processes would make it easier or faster to achieve their goals?
- Setup "Pages to Watch" from your Facebook Page to find high engagement posts to help you understand what interests and engages them – emulate and improve on those posts/pages.



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## ASSEMBLE YOUR DISH: **GATHER & MIX INGREDIENTS**

- Original articles | Who-What-Why-Where-How | List posts etc.,
- Interviews | Reviews | Curated.
- Images.
- Alt Format - Video | Audio | Infographic – interview | overview | how to | stats etc.
- Compelling Title & Sub-headings
- Suggested Tweets/Shares/Social.
- Has ONE clear CTA (call to action).

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## PERFECT YOUR PRESENTATION: **GARNISH & SERVE**

- SEO – use Yoast SEO plugin, check and complete settings for every page/post.
- Permalinks – use a structure that is both Bod AND Bot friendly.
- Use proper HTML markup (H'tags) to help bots correctly identify and index your content.
- Submit to search engines for indexing upon publish – you can automate/schedule this in WordPress.
- Promote your post/content – Twitter, Facebook, G+, Linked-In, Pinterest, Tumblr, Slide-Deck etc.

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## NOTES: