

7 DAYS TO AN EDITED BLOG

Sage Grayson
LIFE EDITOR

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Introduction

Hey There, Life Editor!

Thank you for purchasing 7 Days to an Edited Blog. This workbook will help you make small, doable edits to your blog so that you'll feel proud and inspired by what you create.

Isn't that why you started blogging in the first place?

With the help of the 5-step Life Editing Process, you'll make tiny changes every day for a full week to polish up your blog while avoiding burnout.

You'll focus on what you love about blogging, remove things that drag down your blog, add elements that have been missing, find time for writing and marketing, and embrace imperfection and what makes you authentically you.

That's what being a Life Editor is all about!



Who's Sage?

I'm Sage Grayson, and I help ambitious career women edit their habits, routines, and mindsets to balance their happiness at work and home.

I'm a Life Editor...and so are you!

I live in the suburbs of Orlando with my husband, Chris, and dog, Skyla.

What's an Edited Blog?

When you see an edited blog, you know it!

Think about your favorite blogs. They're probably easy to navigate, clear and uncluttered, consistently updated, and written by someone who seems genuine and trustworthy. **An edited blog is all those things.**

No more distracting widgets or flashing ads. No more teeny font or blurry photos. No more rambling posts or stiff writing. No more pretending to be someone you're not. No more disappearing for weeks leaving your readers to wonder what happened to you.

Your edited blog reflects your edited life. Perfectly balanced, completely engaging, and awesomely YOU!

My Blogging Journey

I started my blog for the sole purpose of participating in another popular blogger's fashion challenge. Can't you just imagine me acting like a wannabe fashionista?

I dutifully posted outfit photos for every day for 30 days, but once the challenge was over, **I needed to figure out what to do with my blog.**

It didn't feel authentic to me to continue sharing "outfit of the day" posts, so my blog slowly morphed into a place where I could share advice and my thoughts on the world. Most people's blogs start out this way, as a platform to share your voice with the world...or at least your mom who seems to be the only person reading at first.

Writing self-development posts led me to the wide world of life coaching, and more specifically, online coaching practices. I realized that I could create a business helping other women achieve their goals. Fifteen years ago, I would've had to rent an empty office somewhere and hope that local residents would walk in for some coaching.

Having an online business meant that I could have clients from all over the world and work right in my own living room. This was game changing!

I quit my job as a book editor, which I had been doing for 10 years, and relaunched my website as my life coaching business.

Um, make that a *life editing* business. ☺

But if I run a business now...why am I still blogging?

Believe it or not, my business is entirely dependent on my blog and the content I share with my loyal readers. My blog posts help me position myself as an expert who they should hire.

Besides, I love writing too much to stop!

Personally, I think everyone should be blogging regardless of whether they have a business or not. Blogging gives you a voice and helps you create connections with other people from around the world.

I brought my love of editing into my coaching practice, and my blog posts are categorized according to my business framework, the Life Editing Process.



Life Editing Process

Editing and Coaching

Life editing is a form of life coaching that follows a specific step-by-step process for cleaning up your life, much like how a book editor would edit a manuscript.

I gained more than 10 years' experience as an editor in the publishing world before I became a life coach. It was then that I noticed I was using the same techniques to help my clients improve their lives as I did back when I was an editor.

Sometimes our lives can feel like a rough draft. Our days are jumbled, there doesn't seem to be a flow, and we're not living the story of our dreams that's inside of us.

That's where life editing comes in.

Step 1: Create a Foundation

Even if your life isn't perfect, there are things that support you and keep you stable. The good things that are already working for you are called a foundation.

Step 2: Delete Bad Influences

You can't add in the good things that are missing in your life until you create some room by deleting all the junk. These could be people, situations, or habits that are not adding value to your life.

Step 3: Add Good Habits and Routines

After you've deleted the bad influences in your life, you'll notice you'll have much more time, space, and energy for all the good things that have been missing. Now you can do the things you've always wanted to do but never made the time for, find your ideal career, take care of yourself, and have fun.

Step 4: Rearrange Everything Into a Perfect Flow

If your days aren't going as smoothly as you'd like, you might need to do some adjusting. Just because you have all the components doesn't mean your life is flowing. Rearranging a few things in your schedule can make all the difference.

Step 5: Make White Space for Personal Self-Care

Personal white space is needed for you to have a place to rest, recharge, and breathe. It's self-care so you can be physically, mentally, and emotionally prepared to do what you need to do. It's also a way for you to give yourself a break and do an imperfect job.

Always Editing

Life editing is an ongoing process that you can return to again and again. A book editor knows that there will always be something else to tweak, and you'll never stop changing your life either. In fact, I use this framework for my quarterly personal check-ins at the start of every season.

For more information and details about the Life Editing Process, please visit my website at SageGrayson.com.

Who is This Workbook for?

This workbook is for folks who already have a blog and have been blogging for at least a couple months. In fact, you may have been blogging for years at this point, but for whatever reason, your blog's not giving you the same thrill that it used to.

You could have any type of blog: business blog, craft blog, advice blog, fashion blog, travel blog—you name it!

The daily exercises and worksheets will help you edit your blog no matter what your blogging genre is. By making little edits, you'll create a professional, appealing blog and start to grow a loyal audience.

However, this workbook is less helpful for people who don't have a blog yet or who've only been blogging for a few days or weeks.

If you don't have a blog yet, then there won't be anything for you to edit! And if your blog is still in its first few weeks, then you'll have a difficult time deciding what needs to be edited.

If you're a total newbie blogger, hold on to this workbook and come back to it in a few months. You'll know what your blogging strengths and weaknesses are by then.

How to Use This Workbook

As you can probably tell by the title, this workbook makes the most sense if you **read one chapter per day** and do the corresponding exercises in order.

So read Day 1 today and do the Day 1 worksheets. Tomorrow you'll read Day 2 and do the Day 2 worksheets. It should take you about 10-30 minutes to complete each day's exercises depending on how much effort you put in.

Or you could be a risk taker and read the entire workbook in one sitting. I'll never know, so go ahead and laugh at my rules. Mwahahaha!!!

But even if you do read this workbook all at once, take your time with the exercises and make the edits to your blog over the course of a week. You'll feel less rushed, and that means you'll be happier with the changes.

Sound good?

OK, let's go!

*Let's Edit
Your Blog!*

Day 1:

Getting Started

Why You're a Blogger

It's Day 1, and we're going to start off nice and easy.

Don't worry, I'm not asking you to write 100 blog posts, become the Queen of Social Media, or send pitches to all the big-time bloggers in a desperate attempt to get noticed.

Today, you're going to focus on why you became a blogger to begin with.

Maybe you had been reading other people's blogs for years and finally wanted to see what all the fuss was about.

Maybe you experienced a life-changing event that spurred you share your story and form bonds with others who are going through the same thing.

Maybe you started a challenge (training for a marathon, reading the encyclopedia) and you wanted a written record of your journey.

Maybe you were bored one day and just started experimenting to have something interesting to do.

I want you to reconnect with your "why," that inner motivation that triggered you to create a blog. Focusing on this desire will give you energy to keep moving forward as you edit your blog.

Editing Exercise: Why I Blog Worksheet

Why are you a blogger? What made you hit "Publish" on your very first post? What greater feeling do you achieve through the act of blogging?

Answer these prompts on the following worksheet:

- I started my blog because
- My favorite blogs are
- Blogging makes me feel
- The best thing about blogging is

Review this worksheet any time you lose your mojo or feel like giving up.

Why I Blog



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I STARTED MY BLOG BECAUSE

MY FAVORITE BLOGS ARE

HOW BLOGGING MAKES ME FEEL

THE BEST THING ABOUT BLOGGING IS

Choose Your Ideal Reader

Most of the bloggers I know follow the “wait and see” approach to building an audience. They publish their blog posts and then wait and see who shows up. If you wait for your readers to find you, then you could be waiting forever!

Today, you’re going to proactively choose your ideal reader. Betcha didn’t know that you can attract exactly who you want to read your blog, did you?

When you write your blog posts, pretend that you are writing for one unique individual, perhaps your best friend. What’s her personality like? What types of blog posts would she love to read?

It might seem counter-intuitive to narrow your focus from a general audience to a single person, but by doing so, you’ll attract your ideal readers who’ll be madly obsessed with every post you publish.

Consider these questions about your ideal reader:

- How old is your reader? Is she married? Does she have kids?
- Where does she live? Where does she work?
- What does she read? What movies does she watch?
- What are her dreams and goals?
- What’s the biggest problem she has in her life?

If you want to take your blogging a step further, create a 1-sentence “elevator pitch” about who your reader is and the information they get so that you can easily answer the question, “What’s your blog about?”

Your ideal reader + the information you provide = Elevator Pitch

My elevator pitch is, “I help ambitious career women edit their habits, routines, and mindsets to balance their happiness at work and home.”

Write your elevator pitch here:

A large rectangular frame made of red dots, intended for the user to write their elevator pitch within.

Editing Exercise: Ideal Reader Profile Worksheet

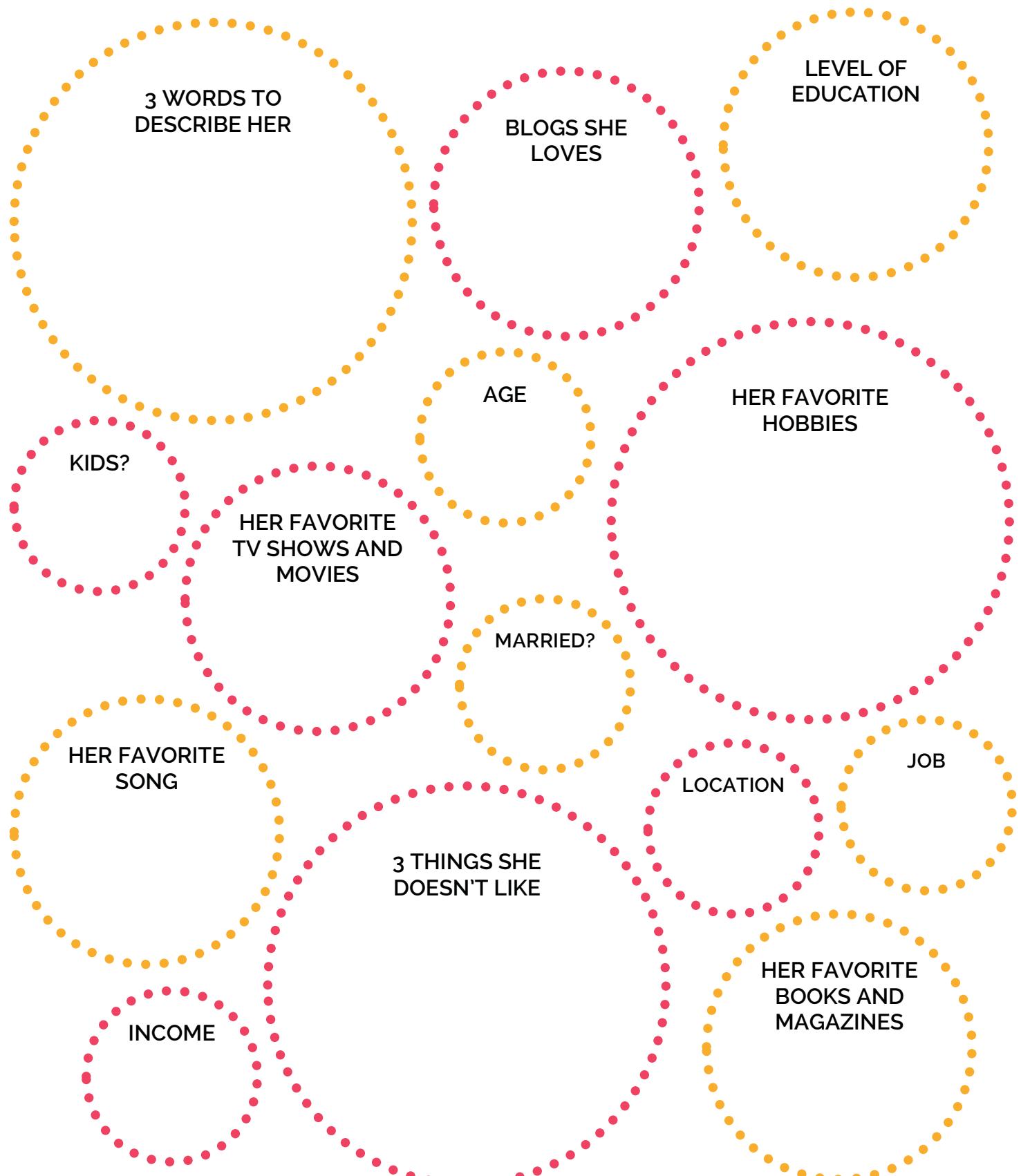
On the following worksheet, fill in as much information about your ideal reader as you can. Imagine that you're writing to one specific person—maybe even a close friend or a character from a book or movie.

You might want to get extra paper and write an even-more-detailed description, or write the reader's traits on a stack of Post-It notes and stick them on your wall. How about creating a Pinterest board full of things your ideal reader would love?

Have fun dreaming up your ideal reader! Share your Ideal Reader Profile with me on Facebook at <http://Facebook.com/SageGraysonCoaching>.

Ideal Reader Profile

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Day 2: *Your Blog's Foundation*

Focus on What's Working

It's Day 2, and we're talking about gratitude.

You purchased this workbook for a reason. Even if you enjoy your blog very much, there's got to be something...or a few things...that aren't working.

Maybe your theme is kinda wonky. Maybe you think your posts are boring. Maybe you compare yourself to other more-established bloggers, and it makes you feel like a loser.

It's time to ditch those self-defeating thoughts! Worrying about what's "wrong" will make you give up before you've made any edits at all.

Today, you're going to give yourself a break and turn your attention to the things that ARE working for your blog.

Step 1 of the Life Editing Process is Create a Foundation. This means focusing on the things that keep you stable, make you happy, don't need to be fixed.

When you focus on gratitude, you'll realize that your blog isn't so bad. You're probably much further along than when you first started your blog, and you've learned how to do basic things like upload a photo.

In fact, there are a lot of pretty amazing things about your blog...**but you need to open your eyes and notice them!**

Editing Exercise: Blog Gratitude List Worksheet

What makes you appreciate your blog? What parts are you thankful for?

On the following worksheet, create lists of these things:

- Everything I love about my blog and blogging
- I'm thankful for my blog because
- Praise, nice comments, and positive feedback my blog has received

Hang up your Blog Gratitude List someplace where you'll see it every day, perhaps next to your computer.

Blog Gratitude List



EVERYTHING I LOVE
ABOUT MY BLOG
AND BLOGGING

I'M THANKFUL FOR
MY BLOG BECAUSE

PRAISE, NICE COMMENTS,
AND POSITIVE FEEDBACK
MY BLOG HAS RECEIVED

A Love Letter to Your Blog

Look over your Blog Gratitude List (it's hanging someplace where you can see it, right?), and consider why you appreciate your blog.

It's brought you hours of enjoyment, helped you express yourself, and maybe introduced you to new friends. If you've been blogging for a while, you might have been featured in interviews or be making an income from your blogging.

When you really think about it, your blog rocks!

Today, you're going to write a love letter to your blog expressing how much it means to you.

Yes, this exercise is a little silly, but when you treat your blog with love, you'll want to nurture it and watch it grow.

Editing Exercise: Love Letter to My Blog Worksheet

On the following worksheet, get all mushy and tell your blog why you love it. The more expressive, the better!

What do you love the most about your blog?

What parts of blogging make you happy?

If you ever get a nasty comment on your blog (it happens!), in addition to deleting the mean comment, take a minute to re-read your Love Letter to Your Blog.

Love Letter to My Blog

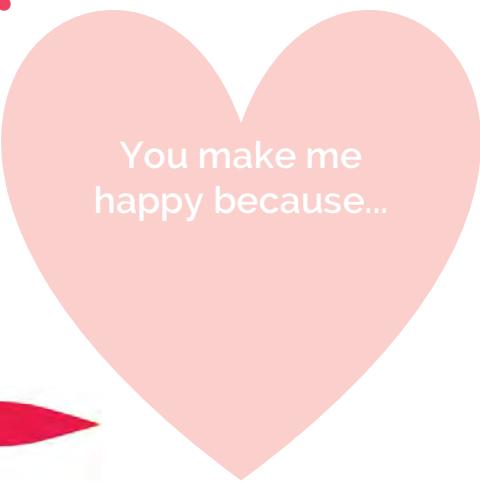
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Dear Blog,



What I love most
about you...



You make me
happy because...

Day 3: Delete *Your Blog's Low Points*

Analyze Your Design

It's Day 3, and we're going to pull out a microscope and examine the ins and outs of your blog.

Feel free to put on a white lab coat too.

First up, the visual design. Is your blog's design attracting or repelling your ideal readers?

Step 2 of the Life Editing Process is Delete Bad Influences. That means looking objectively at the things that frustrate you, drain your energy, or don't add value to your life.

Today, you're going to look at your blog and determine what images, photos, or design elements aren't working.

I seriously consider how I want my blog to be perceived, and a lot of that has to do with the images on my website. I make sure I'm using the same fonts and colors for my photos, buttons, and worksheets that match my blog theme.

When I'm working with my **one-on-one clients**, I encourage them to have consistent branding on their blogs, social media posts, and marketing materials. **It makes you look professional and like you care about your blog.**

Editing Exercise: Visual Assessment Worksheet

It's time to analyze your blog! On the following worksheet, go through the checklist and check off all the visual elements that are working for your blog.

Don't get discouraged if your blog design seems inconsistent or not aligned with the ideal reader you're trying to attract. Later, you'll go back and make edits to improve the design.

Visual Assessment



- My header logo is easy to read and matches the blog theme.
- I have a professional photo of myself on the home page above the fold welcoming my readers. This image doesn't have to be taken by a professional photographer, but it should not be blurry or be oddly cropping out other people in the photo.
- My social media icons or links are displayed near my photo.
- There is no more than 1 sidebar, preferably on the right side to follow the natural movement of the readers' eyes.
- My branding colors evoke the feelings I want my readers to have when they visit my blog.
- I have a tab for my About page in the main navigation bar.
- I have a tab for my Contact page in the main navigation bar.

Pretend you're a new reader who's seeing your blog for the first time. Be objective as if it belongs to someone else.

- All advertisements are either for my own products or for products that match my values and my blog's purpose.
- My social sharing buttons are displayed on every blog post.
- No more than 2 different fonts are used throughout my website.
- I have a favicon that matches my branding.
- The search bar is near the top of the page.
- The text throughout my blog is large and easy to read on any size screen.
- My photos and images for each blog post are consistent with my branding.
- If I use pop-ups, they are not distracting and do not show up on every visit.
- My website loads quickly in fewer than 4 seconds.

Ask a friend to go through this checklist for your blog too. You may be surprised by her feedback.

Declutter and Clean Up

After completing your Visual Assessment, you're probably noticing a bunch of things that aren't presenting your blog in the best light.

That's OK! Every blogger makes edits to her blog at some point.

I'm constantly tweaking my blog and making improvements when I learn more advanced techniques or when my ideal reader changes.

Today, you're going to "get it all out" and create a list of the things you want to delete or edit on your blog.

In addition to writing down what you want to delete, it might be helpful to get an outside perspective. Sometimes it's hard to see what's not working on your blog because you're too close to it. When we stare at the same layouts, photos, and fonts for too long, we become blind to what's in front of us.

Getting an outside perspective from someone you trust will help you keep your blog fresh and avoid repelling the people you want to attract.

Ask a friend to tell you her initial thoughts when looking at your blog. What does she like and what's not working? Is there anything that doesn't align with your brand and intentions?

Editing Exercise: Blog Clean Up List Worksheet

Think of this worksheet as your deleting to-do list. Get as specific as you can about what you want to fix or improve.

Answer the prompts on the following worksheet:

- Things that annoy or frustrate me
- Things that look sloppy or unprofessional
- What needs to be deleted
- What needs to be improved

Obviously, you don't need to make all these changes today. Circle 1 or 2 changes that you want to focus on as your next action steps. Is there one edit that would make the biggest impact on your blog?

Blog Clean Up List



THINGS THAT ANNOY OR FRUSTRATE ME

THINGS THAT LOOK SLOPPY OR UNPROFESSIONAL

WHAT NEEDS TO BE DELETED

WHAT NEEDS TO BE IMPROVED

Day 4: *Add Special Touches*

Write Valuable Content

It's Day 4, and we're going to supercharge your blog posts!

Remember your Ideal Reader Profile? What types of blog posts would she enjoy reading? What topics would make her want to share your blog posts with her friends?

Today, you're going to create a free-flowing mind map of possible topics for upcoming blog posts.

Step 3 of the Life Editing Process is Add Good Habits and Routines. That means adding all the good things that have been missing from your life. You have room now that you've deleted all the negative things.

For your blog, this means adding valuable content for your unique audience.

Unless you have a food-related blog, no one cares what you ate for lunch so stop blogging about the mundane things that happen in your life! Seriously, save the sandwich pics for Instagram.

Your blog is not a journal for your inner-most thoughts, and it's not a place for you to rant about stupid stuff like how the barista at Starbucks forgot your whipped cream.

What's the REAL reason your started your blog? What helpful information can you share?

Offer solutions to your ideal readers within your blog posts. Showcase your expertise and how your blog is uniquely positioned to help them achieve their goals...even if their goals are simple like having a clean house or taking better photos of their kids.

For example, if you're a self-development blogger, write about your best motivational techniques. If you're a fashion blogger, describe how the right accessories can boost confidence. If you're a travel blogger, share links your favorite websites for cheap airline tickets.

Editing Exercise: Blog Topic Mind Map Worksheet

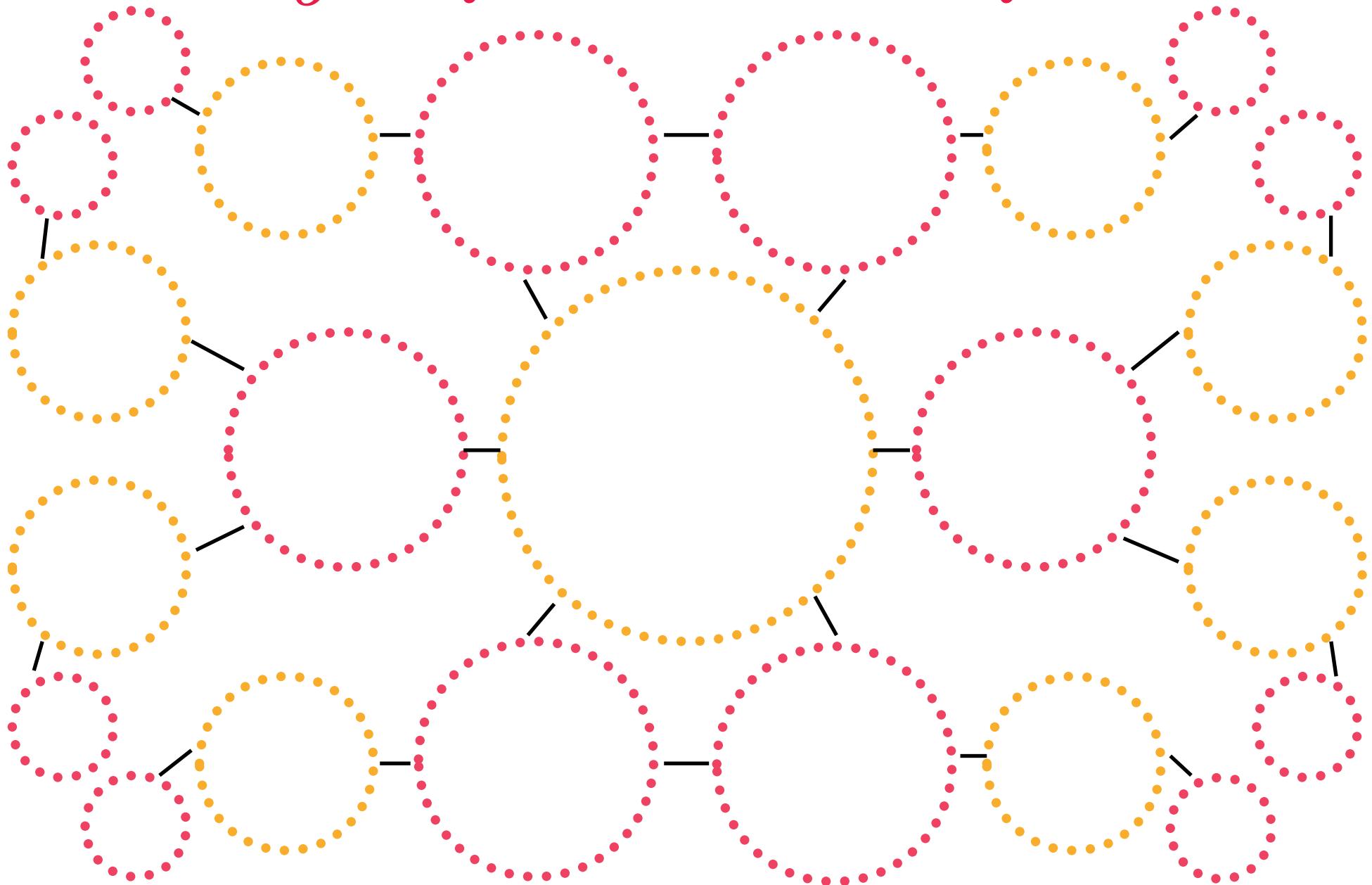
What topic do you want to write about next? Can you think of 6 subcategories or different angles you can take with that topic? Would these posts make a good series?

On the following worksheet, write one broad topic in the center circle and then branch out into smaller subcategories. Get creative and narrow your focus to all the little aspects that make up a bigger topic.

Keep this worksheet handy for times when you don't know what to write about next.

Blog Topic Mind Map

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Get Organized

It can be exciting once the blog post ideas are flowing—one topic leads to another, that leads to another, that leads to another!

But your blog will seem scattered and confusing unless you can create an organizational system that makes sense to you and your readers.

Today, you're going to get organized by grouping your blog ideas into specific categories.

These categories will help your readers find exactly what they're looking for. And if you tag your blog posts with these categories, all your reader needs to do is click the tag to find related posts.

Easy peasy!

Editing Exercise: Organizing Content Worksheet

Review your Blog Topic Mind Map and determine if you can group similar blog post ideas together under a unifying category.

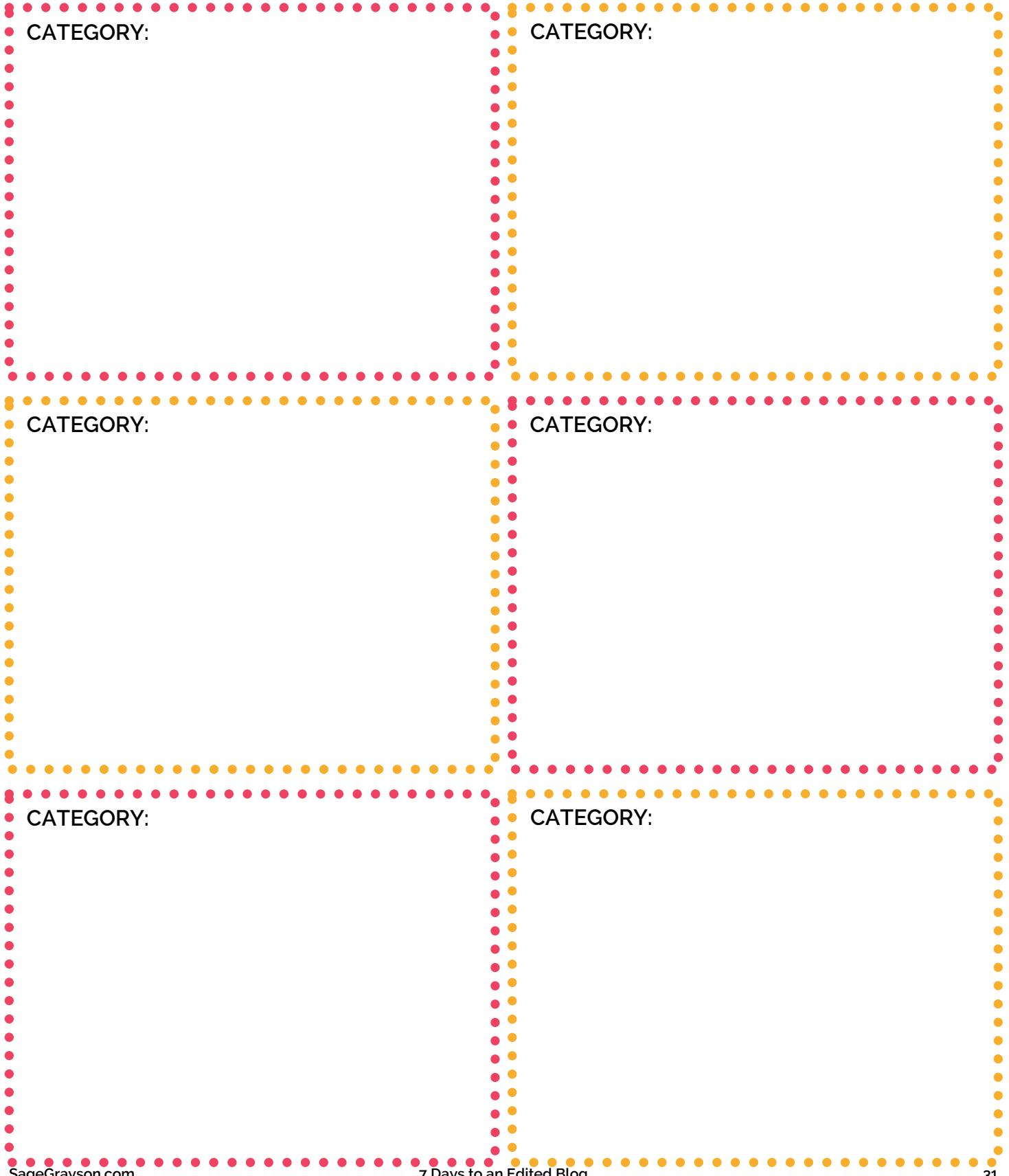
In most cases, you can simply follow the "branches" out of a larger topic. The large topic is a category, and the subgroups that branch out are the blog post ideas.

On the following worksheet, choose up to 6 different categories for your blogs posts. **These are "big picture" categories.**

For instance, if you're a fashion blogger, a category might be "Work Outfits" and a blog post idea would be "How to Incorporate Layers When You Work in a Chilly Office."

Next, list blog post ideas under each category. If you don't have many ideas under a certain category, see if you can either break down your current ideas into smaller ones or combine the category with another category.

Organizing Content



Day 5: Rearrange Your Time to Blog

Make Time to Write

It's Day 5, and I'm about to drop some tough love on you.

Ready? Here it is: We make time for what's important.

Many of my readers and clients swear to me that their blogs are important to them...but then they fill their time with other activities.

Isn't your blog important to you? If you're not sure, go back and read the Why I Blog and Love Letter to My Blog worksheets.

Today, you're going to make time to write all those blog posts you just brainstormed and categorized.

Step 4 of the Life Editing Process is Rearrange Everything Into a Perfect Flow. This means getting creative with your schedule so you make time for your highest priorities.

This might mean that you'll have to turn off the TV and sit at your computer even when you don't feel like it. If you wait to feel inspired to write, you'll be waiting a very long time.

That's what being a professional is all about.

Consider your favorite bloggers. What do you think they do when they're feeling lazy or stressed out? They probably pull themselves together and write a blog post anyway because they have an audience that's waiting for them.

Even if you don't have a larger readership yet, you'll never get there by taking weeks off from your blog because you "didn't feel like it" or "didn't feel inspired to write."

Take responsibility for your blog and for the value you're providing to yourself and others. Choose to make time to write!

Editing Exercise: Writing Schedule Worksheet

On the following worksheet, map out exactly when you'll do your blog writing. Get as specific as possible and be aware of your unique commitments and the time of day when you feel most focused to write.

If you have a schedule packed with working at your day job, driving your kids to activities, attending committees and events, taking care of your elderly parents, or a million other responsibilities, then don't force yourself to write for 2 hours every day. That's a recipe for burnout!

Start with 15 minutes every week day (maybe early in the morning or on your lunch break), and see how that goes.

If you prefer to batch all your writing time together, find an evening when you can sit at your desk for several hours and crank out a bunch of blog posts.

In the "Someday" section, list mini writing tasks that you can do whenever you get 5 minutes of free time, such as "Write 5 catchy headlines" or "Draft 3 social media posts."

Writing Schedule



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SUNDAY	MONDAY	TUESDAY	WEDNESDAY
THURSDAY	FRIDAY	SATURDAY	SOMEDAY

Market Like You Mean It

Maybe you have no problem writing your blog posts. You might even write a new one every day!

But why aren't you getting any comments? How come you only get a handful of visitors when you publish a new post?

Here's the good news. It's probably not you. It's your marketing!

Today, you're going to be the leader of your blog and use marketing to let people know about your new content.

Remember, your content is helpful and valuable so it's your job to get this information out there to the people who could benefit from it.

You could have the best, most helpful blog posts in the world. But if no one knows about your blog, then no one will read it!

Your blog marketing will include sharing the link on social media, adding it to your email newsletter (if you have one), telling your friends and family members, and replying to comments on your blog.

I see too many bloggers who NEVER interact in the comments...and then they wonder why their readers don't stick around.

I love reading people's thoughts about my blog posts, and having a conversation with them helps me form relationships and even get new clients.

One of the wonderful perks of having a blog is being able to connect with people all over the world. You can build relationships with your readers by asking them questions and encouraging them to leave their answers in the comments.

How can you build relationships as you market your blog?

What can you do to get to know your readers personally, either on through your blog comments or through social media?

Editing Exercise: Marketing Checklist Worksheet

Whenever you publish a blog post, be sure to do your marketing so that people know you have new content.

On the following worksheet, I listed typical marketing techniques you should consider doing every time you hit "Publish" on a blog post. Add your own ideas to the bottom.

Keep a copy of the Marketing Checklist nearby when you work on your blog so you remember to do your marketing.

Marketing Checklist



Every Time I Publish a Blog Post I Will:

- Share the link on all of my social media platforms.
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - _____
 - _____
 - Schedule future social media posts if it's evergreen content.
- Share the link in appropriate groups or forums.
- Add a link to it in my weekly newsletter.
- Comment on at least 10 other blogs to drive traffic to my blog.
 - 5 comments on new-to-me blogs (newbies)
 - 5 comments on my favorite blogs (nurtures)
- Tell my friends and family members about it and ask them to share the link on their social media platforms.
- Reply to comments on my blog post, ideally on the same day it's published.

-
-
-

Day 6: *White Space* *Blogging*

Be Flexible

It's Day 6, and we're going to make a plan for those unfortunate situations that pop up from time to time when you're a blogger.

Blogging can be loads of fun, especially when you're writing about topics you care about and interacting with your ideal readers.

But the fun aspects start to slip away when your perfect blogging schedule gets disrupted. Or you can't think of a single new topic idea. Or you get sick for a week. Or your precious little puppy pees on your laptop.

Today, you're going to prepare for the unexpected and learn how to be flexible.

Step 5 of the Life Editing Process is Make White Space for Personal Self-Care. This means resting, recharging, and giving yourself permission to do a less-than-perfect job.

After all, done is better than perfect.

It's easy to get caught up in doing things perfectly, but then you'll end up wasting time and never actually publish a blog post! As much as you might want to, you can't get hung up on all the little details.

What can you do to plan for times when it might be difficult for you to keep up with your blog? One of the things I like to do is have a "Pull Folder" of my pre-written blog posts and stock photos that I can pull from whenever I'm in a time crunch.

What can you do today to move forward on your next blog post? What can you do imperfectly?

Editing Exercise: In Case of Emergency Worksheet

On the following worksheet, design your backup plan for when the worst happens.

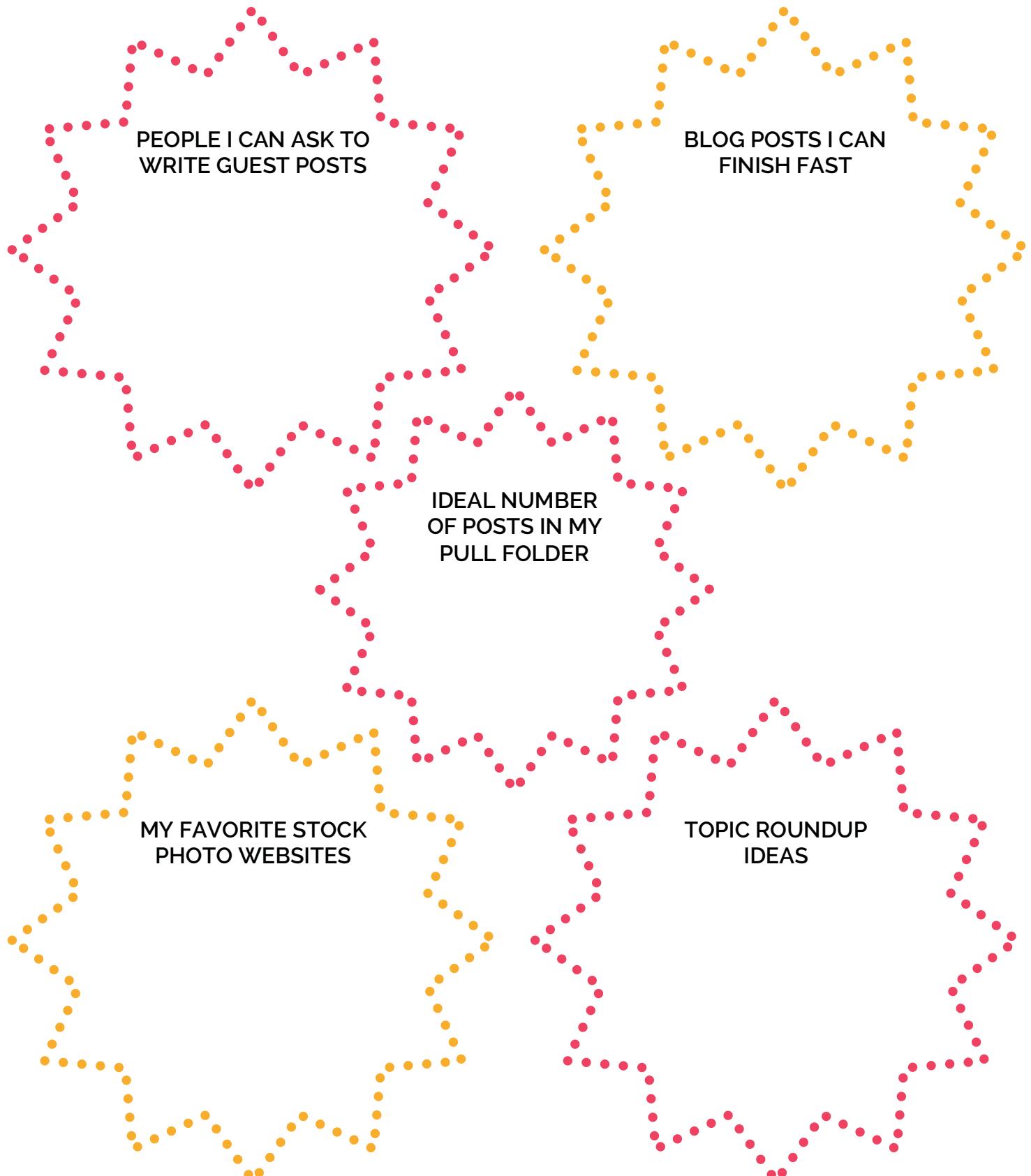
Consider the following ideas:

- Create a Pull Folder or inventory of ready-to-go blog posts.
- Ask your friends to write guest posts for your blog.
- Circle blog ideas on your Get Organized worksheet that you can write and publish quickly.
- Bookmark your favorite stock photo sites for when you don't have time to take your own pictures.
- Think of topic roundup ideas, such as a collection of your best previously published posts about a particular subject.

Add to your In Case of Emergency worksheet when things are going well for your blog. Don't wait to fill it out when you're faced with a real emergency!

In Case of Emergency

7 DAYS TO AN
EDITED BLOG
SageGrayson.com



Embrace Your Imperfections

The reason most of us got into blogging in the first place is to share stories about our lives and what other people can learn from our experiences.

But if you want to grow your readership, you can't fill your blog posts with mundane stuff like how fat your cat is getting or how much vacuuming you need to do.

Your blog posts must provide value. Why should your readers continue following your blog? What makes you different?

Today, you're going to embrace your imperfections and get comfortable sharing who you are with your readers.

I talk about productivity a lot on my blog, but I like to frame my information with interesting stories from me and my clients. It's easier to understand a complex idea when you relate it to something that happened in real life.

What stories do you share over and over? How can you relate those stories to the information you share on your blog?

Let's get real here: a quick Google search proves that there are a million other bloggers writing about the same things you are. So why should folks choose your blog over another one?

A fabulous (and underused) way of standing out from the crowd is to be authentic in your blog posts. That means admitting your mistakes, being real, and giving your readers a behind-the-scenes peek at your life.

One of the best compliments I ever received came from a client when I asked her why she decided to work with me. She said, "Because you're not that polished!" My authenticity made me approachable and trustworthy.

But remember, being authentic is different than "letting it all hang out." You want to be true to yourself and your personality, but save the political tirades and medical oddities for another venue.

Editing Exercise: Authenticity Boosters Worksheet

What makes you uniquely you? Why should your readers follow you instead of another blogger who might be writing about the same topic?

On the following worksheet, keep track of the ways you can show your authenticity. Answer the following prompts:

- My favorite things
- My unique quirks
- Funny stories
- How I see the world
- Lessons I've learned
- Controversial opinions

Keep adding to your list as you think of other ways to stand out and be you.

Authenticity Boosters



MY FAVORITE THINGS

MY UNIQUE QUIRKS

FUNNY STORIES

HOW I SEE THE WORLD

LESSONS I'VE LEARNED

CONTROVERSIAL OPINIONS

Day 7: *Keeping It Consistent*

Design Your Plan

You made it to Day 7! Woo hoo! Now that your blog is looking more edited, we're going to talk about how you can keep it that way.

Consistency is key for your blog. Posting at least once a week shows your readers that you've got your sh*t together.

It demonstrates your stability and that you're not some flaky jerk who's going to disappear right when they need you.

Today, you're going to design your editorial and marketing calendar so that you never ask yourself, "What am I supposed to be working on next?"

If your readers can count on a brilliant, helpful blog post being published on your blog at the same time on the same day every week, then **they'll begin to know, like, and trust you.**

This is great news if you decide to send a weekly newsletter (you should), or if you want to attract sponsors, or if you start your own business and use your blog as a way to market your products and services.

Consistency leads to trust, and trust leads to sales. *Cha-ching!*

Editing Exercise: Editorial and Marketing Calendar Worksheet

Pull out your Blog Topic Mind Map, Organizing Content worksheet, Marketing Checklist, and Authenticity Boosters worksheet. You've got a million blog post ideas, and now you're ready to plug them into your publishing schedule.

On the following worksheet, choose the days you'll publish a blog post (at least once a week), and write in the headline or topic for each day. Also include marketing notes like when you'll share the link on social media.

If you only publish a blog post once a week, be sure to continue sharing links to it on social media a few days later. Include when you'll send your email newsletter too, if you have one.

Month: _____



Editorial and Marketing Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Find Your Support

You might be the only writer for your blog, but that doesn't mean you're completely alone. There are millions of bloggers in the world facing the same challenges that you are.

Wouldn't it be awesome if you could create a mastermind of blogging buddies?

Today, you're going to start building a support network of other like-minded bloggers.

Many women, myself included, have trouble making lasting friendships as adults. Our lives and careers are busier, and there seems to be less and less time to get out there and meet potential friends.

Blogging makes it easier for me to make personal connections with other ladies, even ones on the other side of the planet! I'm able to share my thoughts, get feedback, and have a real conversation.

Think about your favorite blogs, the ones where you always leave a comment. Do you have any readers who never miss a chance to leave you a comment on your posts?

Are you in any support groups on Facebook where bloggers are asking for and sharing advice, and is there someone you think would make a good accountability partner?

Editing Exercise: Accountability Partners

Who can give you the accountability you need to be an excellent blogger? Who can offer advice, feedback, and keep you on track?

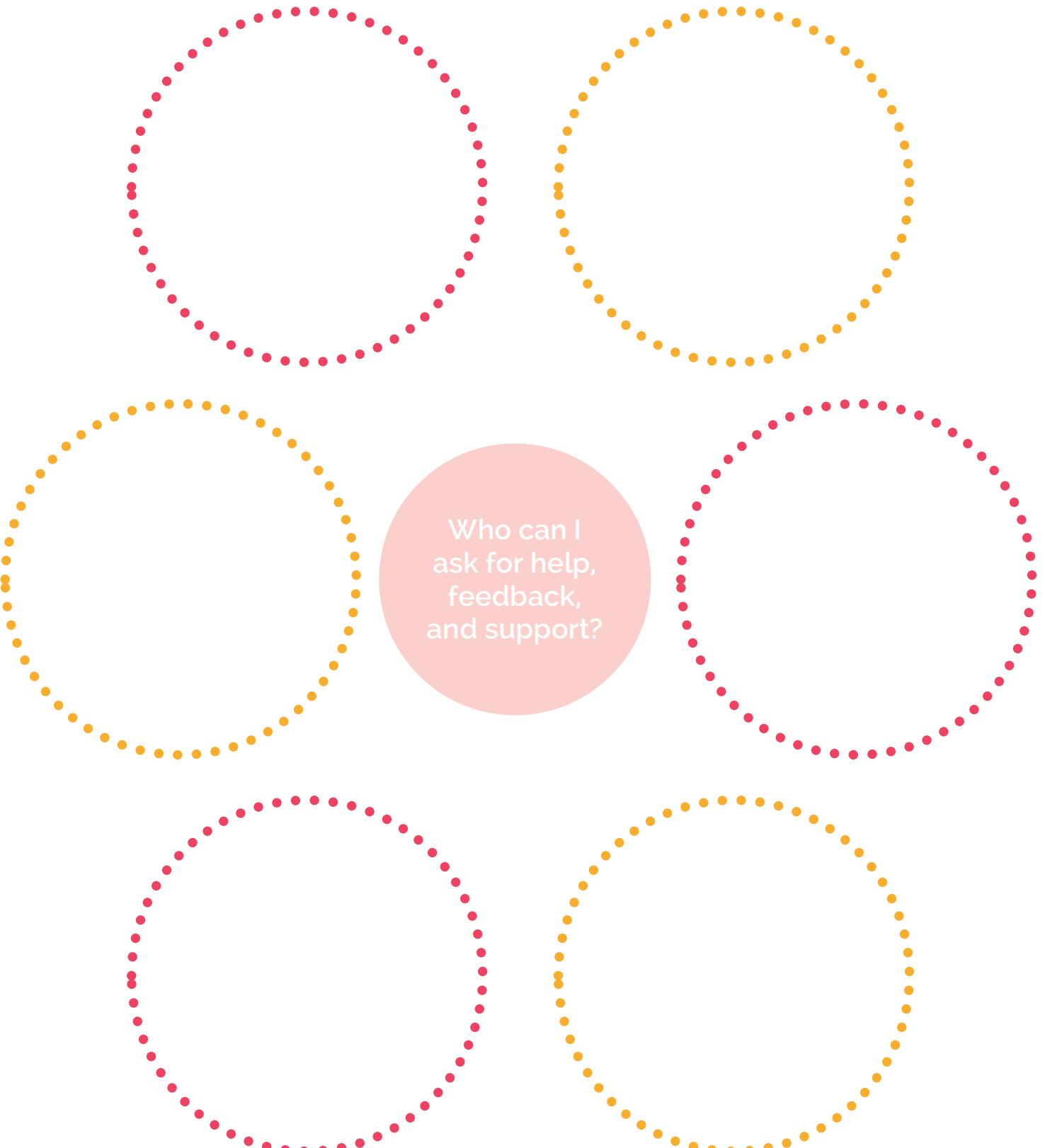
On the following worksheet, write the names and contact information of your accountability partners. These could be people you're already working with or people you want to reach out to. Who knows? They may be wishing for more accountability too!

Accountability Partners

7 DAYS TO AN
EDITED BLOG
SageGrayson.com



Who can I
ask for help,
feedback,
and support?



Next Level *Blogging*

Next Level Blogging

You Did It! You Edited Your Blog!

Now that you've made it through all 7 days and the 5 steps of the Life Editing Process, it's time for you to celebrate your cleaned-up, streamlined, edited blog!

An editor knows that there will always be revisions with any manuscript, and the same is true for your blog. **In fact, I'm constantly editing my blog!**

So what's next?

If you haven't finished all the worksheets, I suggest going back and taking your time with each of them. Of course, it's OK if this editing process takes longer than 7 days, but I challenge you to make these edits quickly instead of procrastinating.

The sooner you edit your blog, the sooner you can build your readership and publish posts that make you proud.

But let's say you've already edited your blog and you're ready for more advanced blogging techniques. Well, I've got a few suggestions for all you high achievers!

My Recommendations for What to do Next

Most of my clients have blogs, and once they reach a certain level of consistency, they want to know how they can get more readers and even earn money from their blogs.

I'm sure you'd like to learn how to do that too, especially if you're working on your blog for many hours every week!

Whether your blog is simply a blog or if your blog is a marketing tool for your business, the best way to keep in touch with your readers and to grow your following is to have an **email newsletter**.

Social media posts get lost in the feed, but everyone checks their email. By sending a weekly email newsletter, you'll stay in contact with your readers so

they'll know when you publish a new blog post, the events you'll be at, if you're selling something, and other updates.

First, sign up for a newsletter management service. I use MadMimi, but MailChimp and Aweber are also great choices.

Next, create a **Valuable Free Offer (VFO)**. This could be a one-page checklist, worksheet, quiz, or short ebook that showcases your expertise on your blog's main focus (travel, fashion, self-development, etc.)

Add your VFO to your blog (ideally in the sidebar) with the opt-in box for your email newsletter. This is called "permission marketing." You're saying to your readers that you'll give them this cool thing if they give you their email addresses.

This is what makes you different from a spammer—you're asking permission first! As people sign up to get your VFO, you'll build your email newsletter list.

Once you're consistently sending an email newsletter, you can work on your first **products and services** that support your blog's purpose.

You could make digital workbooks (like the one you're reading now), video trainings, group programs, one-on-one consulting, custom work, and more.

The sky's the limit!

What do you want to edit next on your blog?

Thank You!

Thank you so much for purchasing 7 Days to an Edited Blog. I wish you much success and happiness as you clean up your blog and live your edited life!

You can do it!

Sage Grayson, Life Editor



Who's Sage?

Hey there! I'm Sage Grayson, a former book editor turned life coach. I help ambitious career women edit their habits, routines, and mindsets to balance their happiness at work and home. I'm a Life Editor . . . and so are you!

Want more accountability and support? Schedule a coaching call with me.

<https://bookme.name/sagegrayson>