

## TASK #1

# DEFINING CORE CATEGORY TYPES



### TIP:

Use pencil, as you will likely be erasing as you go.



### TIME:

This task should take 1-2 hours max.



### QUESTIONS:

Leave in the thread called "Task 1" in the FB group.



**WHEN FINISHED:** Upload a photo of a few of your sheets (aka. tabletop madness) to the "Task 1" thread with "DONE"! Complete by 1/9 to stay on track for the next task.

*At the end of the challenge, there will be prizes for those who have uploaded and completed EVERY task!*

## WHY WE'RE DOING THIS:

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Before you start building templates for your blog posts, we need to first identify all the core category types. And I'm not just talking about "Desserts" or "Dinners" but every single type of recipe that has a different instruction method. Why?

Let's say that you are a general recipe blogger and you post about all sorts of recipes. Every time you start a new post, you're A) either starting it from scratch or B) digging through old "similar" posts and copying/pasting recipes from it. But it's never \*quite\* the same and you end up reformatting things anyways OR worse off, C) you shoot the recipe and never end up posting it because you're overwhelmed at the thought of writing the post.

For me personally, C is usually what happens because making new & exciting things is more fun than writing a post...am I right?

But what if instead of opening the screen to a blank page, you actually had everything laid out for you so all you had to do is fill in the blanks? This "system in your head" that "only you can do" is now a repeatable system that not only takes out that mental block from YOU writing a post, but also sets the stage if you delegate to a team member because the framework is already there.

I don't want to overwhelm you, so we will be taking this step by step. But this will be the foundation for everything else we do, so grab a snack and let's get started!

# INSTRUCTIONS

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- 1.** Be sure to first watch the video included in the email, as this is where I talk through things.
- 2.** Print this PDF on 8.5x11" paper and spread out onto your desk from left to right (pages A > F).
- 3.** Cross off any recipe types that you haven't blogged about or don't foresee blogging about in the future.
- 4.** Go to your website's blog page, recipe page, or any page where you can see ALL your posts in chronological order. If your theme doesn't have this function, go into your back-end dashboard to "All Published" and use that as your list. In general, it will be easier if you're able to see the photos associated with each post.
- 5.** Starting from the top of your posts, identify the recipe type and then put a tally mark next to the item it matches. If it's not listed, add it on a line below the pertaining category. All your posts should either fit in a listed category or in one you write - don't leave any out. *(The categories here are just a guide so that I didn't throw you out in the wild without a starting point. Add or modify as needed.)*

**Goal** Our goal is to see all the types of posts you do, so that you can set a "base template" for each one. For example, a rolled sugar cookie and a scooped sugar cookie may have similar ingredients, but the instructions are going to be different. So if we can have templates for each **method**, we eliminate the need to have to rewrite (or dig for) generic instructions like "flour surface of rolling pin then roll" instructions each time and will have the framework ready to go for future posts.

As you're going through these, don't focus as much on whether things fall under the correct category (as the method the main focus here). As an example, you may have a "puff pastry bite" that is technically an appetizer, but when creating a template for that method, it would be under Bread > Pastry since that would include the steps.

# APPETIZERS

## Dips

- Salsa (Chunky)
- Creamy (Blended)
- Fondue
- Hummus
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Bites

- Deviled Eggs
- \_\_\_\_\_
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## Other

- Cheeseball
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# BREAKFAST

## Breakfast Breads

- Cinnamon Rolls
- Bagels
- French Toast
- Cake Donuts
- Yeast Donuts
- Waffles
- Muffins
- Scones
- Quick Breads
- Pastry
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- \_\_\_\_\_
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## Savory

- Br. Burrito
- Egg Cups
- Casserole
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## Oatmeal/Pudding

- Oatmeal
- Overnight Oats
- Chia Pudding
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## BREADS

- Yeast Breads
  - Rolls
  - Pretzels
- Pastry
- Quick Breads (i.e. banana)
- Biscuits
- Cornbread
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## DRINKS

- Blended
  - Smoothie
  - Milkshake
- Mixed/Stirred
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## SNACKS

- Cereal/Trail Mix
- Bites (i.e. energy bites)
- Popcorn
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## SIDES

- Potatoes
  - Mashed Potatoes
  - Roasted Potatoes
  - Baked Potatoes
  - Fries
- Stuffing
- Rice
- Steamed Veggies
- Roasted Veggies
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# DESSERTS

## Cookies

- Drop Cookies
- Drop Cookies w/Frosting
- Roll-Out
- Roll-Out w/Fondant
- Biscotti
- Chocolate Chip
- Peanut Butter
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## Cake

- Sheet Cake
- Layered Cake
- Mug Cake
- Bundt Cake
- Cheesecake
- Cake Pops
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## Cupcakes

- Cupcake + Frosting
- Cupcake + Fondant
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## Bars

- Brownies
- Cookie Bars
- Cereal Treats
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# DESSERTS

## Candy

- Truffles/Bites
- Bark
- Fudge
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Frosting/Pudding

- Buttercream
- Buttercream Decorations
- Royal Icing
- Royal Icing Transfers
- Cream Cheese Fr.
- Mouse
- Pudding
- \_\_\_\_\_
- \_\_\_\_\_

## Frozen Treats

- Ice Cream
- Popsicles
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Pies

- No Bake
- Fruit Pie
- Graham Cr. Crust Pie
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Cereal Treats

- Cupcake + Frosting
- Cupcake + Fondant
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# MAIN DISHES

## Soups/Salad

- Blended
- Stews
- Instant Pot
- Crock Pot (dump)
- Salad
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Sandwich/Pizza

- Grilled Cheese
- Meaty Sandwich
- Wraps
- Burger
- Lettuce Wraps
- Hot Dog
- Pizza
- Toast (Avocado)

## Meat/Seafood

### Fish

- Grilled Fish
- Baked Fish
- Fried Fish

### Chicken

- Grilled Chicken
- Baked Chicken
- Fried Chicken
- Chicken Wings

### Pork

- Pork Chop
- Pulled Pork

### Beef/Other

- Meatballs
- Steak, Grilled
- Ribs
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Pasta

- Normal Pasta w/Sauce
- Zucchini Pasta w/Sauce
- Spaghetti Squash w/Sauce
- Mac & Cheese
- Ravioli
- Lasagna
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Mexican

- Tacos
- Enchiladas
- Quesadilla
- Stuffed Peppers
- Sheet Pan Nachos
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Asian

- Spring Rolls
- Dumplings
- Wontons
- Stir Fry
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Cooking Method

- Instant Pot
- One Pot
- Slow Cooker
- Stir Fry
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# GENERAL/NON-RECIPE POSTS

- |   |                                |                                |
|---|--------------------------------|--------------------------------|
| <input type="checkbox"/> Roundups               | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Store Lists            | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> FAQ of XX              | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> # Day Meal Plan        | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Product Review         | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Recipe/Fitness 101     | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Printable Charts/Plans | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> How to Posts           | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> FAQ of XX              | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> 8 Steps to XX          | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Travel Post/Review     | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> The Best XX            | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| (i.e. Best Gluten-Free Bread)                   | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Restaurant Review      | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Diet Review            | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Program/Plan Review    | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Monday's Tip           | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Weekly Menu            | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Gift Guide for XX      |                                |                                |



