

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:

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 or craft post 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

- 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.
- 3.** Cross off any craft types that you haven't blogged about or don't foresee blogging about in the future.
- 4.** Go to your website's blog page, craft 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 backend 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 craft 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 OR create your own "tables" on the blank sheet. In the end, 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, instead of just doing one generic template for all craft posts, we are separating them out by method. So a Printable may have the steps "Download > Print > Cut with Scissors" while a T-Shirt Vinyl project may have steps like "Purchase SVG on X.com > Upload to Design Software (instructions)> Heat Up Iron > Etc". Having all these different methods identified will allow you to create a template, so that each has a framework to use.

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.

DIY/CRAFT BLOG

EXAMPLES/THOUGHT-STARTERS

Paper Crafts

- [illegible]

General Crafts

- [illegible]

Die-Cut/Silhouette

- [illegible]

Non-Project Posts

- [illegible]

DIY/CRAFT BLOG

BLANK PAGE FOR YOU TO ORGANIZE YOUR OWN

[illegible]