

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 "Workouts" or "Travel" but every single type of post that has a different format. Why?

Let's say that you are a general fitness blogger and you post about all sorts of diet reviews, workouts, and nutrition. 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 come up with an A+ topic but 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 coming up with 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.** In the top Category boxes, write down your high-level categories. These are the categories that if you were writing a book, would be the chapters of each (see page 4 for an example). Using the thought-starters as a kick-off point, start writing in the types of posts that fall under each category. If you get stuck, proceed to the next step.
- 4.** Go to your website's blog page, archive 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 type of post and write it in the boxes below. The names don't have to be perfect; just enough for you to understand what it is. In the end, all your posts should either fit in a listed category.

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 fitness posts, we are separating them out by the type of list/post format they require. So a Roundup of "25 Best Workouts" will have all the list/heading styles pre-set in the template, while a template for a Review post on "Our Favorite Cardio Program could have "fields" for Program Name > Why We Love It > Where to Purchase > Cost" already pre-set so all you have to do is fill in the blanks. Having all these different post formats identified will allow you to create a template, so that each has a framework to use.

NON-RECIPE BLOG (FITNESS, LIFESTYLE, ETC)

Types of Posts in That Category	Category	Category	Category	Category	Category

EXAMPLES/THOUGHT-STARTERS

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

EXAMPLE OF FITNESS BLOG

Types of Posts in That Category	Category Fitness	Category Nutrition	Category Travel	Category	Category
	The Best XX Program For XX	Recipe	Things to Do In XX		
	Program Comparison Post	Recipe Roundup			
	Equipment Review Post	X Day Meal Plan			
	Before & After	Product Review			

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