1 **Use an Editorial Calendar:** Start with an editorial calendar so you can plan ahead and never scramble for blog ideas. Use a calendar to map out ideas and stay organized.

2 **Set Deadlines.** Give yourself deadlines and take them as seriously as meeting client deliverables. But make sure they are reasonable and attainable.

3 **Write in Batches.** Try to write you blog posts in bulk. If you are blogging weekly, write your posts for the month before the month begins. If you blog more than that, break it down into manageable groups and complete them all at once.

4 **Create Catchy Headlines.** Every good blog post starts with a decent headline. If you're working in word press, include an H2 and a Meta Description to control your messaging and appeal to SEO.

5 **Keep Writing Concise.** Use the editorial calendar to help stay on track with your topics, so you don't feel the need to cover everything your business has to offer in one post. Make your point and move onto the next. And if a post gets too long, consider breaking it down into two to three posts.

6 **Include Photos.** Images are absolutely necessary in blog posts, especially for sharing on social media. Adding visual elements helps to create more engaging content to keep readers on your page. Not to mention the potential for Pinterest shares.

7 **Use Creative Storytelling.** Blogging is about storytelling. Think about the best way to send your message and get creative! Make lists in an infographic, create a video series or incorporate a photo slideshow. This still counts as content!

8 **Add value for Readers.** Use your blogs as a platform to inspire, teach and inform. Include content that is relevant to your readers, like tips they can apply to daily life, access to promotions, and references to meaningful studies that further qualify your information

9 **Include CTA.** Whatever medium you use to tell the story, include a call to action. Whether it is something as simple as asking them to read more, sign up for your newsletter or buy a product, blogs are the perfect platform for inspiring readers to act.

10 **Proofread & Edit.** Give yourself time to edit your work and read it out loud before posting. Make sure that what you put out to the universe is grammatically correct, error free and reads clearly.

11 **Review Format.** Once the post is live, give it a glance to make sure that the post is correctly formatted. Look for spacing errors, images that aren't properly configured and any typos to prevent your brand from losing credibility.

12 **Measure Your Success.** Every business owner is going to have her own milestones for success when it comes to readership, however it is important to pay attention to the posts that result in the most engagement—then replicate from there.

13 **Play to Win.** Don't set yourself up to fail by starting your blog posts in the middle of the day when the phone is ringing and clients are demanding attention. Find a time when you are most creative and productive to prevent yourself from getting frustrated with the process.

14 **Go For It.** If you sit down to write and are on a roll, let it play out. These moments don't happen all of the time! Take advantage of the creative flow and churn out as much as you can. Write now, edit later and the rest will fall into place.