

# Blogging Toolkit

Simple tools to craft your  
authentic story



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# Who's this toolkit for?

This toolkit has been designed for storytellers. Bloggers that want to build an authentic brand and add real value to their audience.

Informed by my experience of blogging, I have uncovered formulas that really work in creating an engaged audience, no matter your niche.

This toolkit includes –

- My 8 writing prompts, so you can consistently come up with engaging blog ideas
- A blog content planner, so you can efficiently plan your blogs in advance, ensuring you remain organised and consistent
- A blog template, so you can craft your story in a way that provides value and increases engagement
- A checklist, so you can easily keep track of progress of tasks to complete before you publish

# How to use this toolkit

This PDF will include links to Google documents for the various templates. You will need to create or sign into your Google account to access them. Once you've opened these documents, you can –

- Use them as a reference to make your own templates
- Print them out and fill them in
- Click 'make a copy' to create and save your own version

# Blogging prompts

One of the biggest stumbling blocks, especially for new bloggers, is coming up with ideas on what to write about. To help you with this, I've included 8 writing prompts and ideas, so that you can come up with blogs that consistently provide value to your audience.

## **1. Find inspiration from others in your niche**

Don't worry, this doesn't count as cheating! Spending some time reviewing content from those you admire in your niche can be a fantastic source of inspiration. I'm not advocating you copy any blogs word for word, but there is always scope for you to add your own spin to an idea that interests you. Sometimes, just reading other blog titles is enough to get the creative juices flowing.

## **2. Get feedback from your audience**

One way to ensure that your blog is adding value, and therefore increase readership, is to directly ask your audience what type of content they would like to read. This can be in the form of social media posts or asking readers to add suggestions to the comments of your blog, that you can review when you find yourself getting stuck for ideas.

## **3. Revamp your popular posts**

If you've got a few blogs published, it can be useful to keep an eye on your analytics and be mindful of the blogs that have done particularly well. There may be opportunity to revamp your popular content, such as expanding on this content, write an update post or exploring similar themes. This means that you remain in tune with what your audience is responding well too.

#### **4. Review products/services**

Reviewing a product or service that is relevant to your niche is a great idea to provide more information for your readers. This can be a regular feature on your blog, such as book reviews, or more occasional, such as reviewing places to stay informed by a recent holiday. You can also do round up posts of some of your favourites e.g., seasonal clothing you are enjoying.

#### **5. How to guides**

If you have an area of expertise or skill that you would like to share with your audience, creating a 'how-to' blog post can be an effective way of achieving this. You can do this on occasion or even create a series out of these posts.

#### **6. Trends in your niche**

Staying abreast of relevant news or trends within your niche can be an excellent way to come up with new content ideas. Make sure that you bring something new to this, such as your own unique experience or opinion, to remain authentic and increase engagement. These are the type of posts that you can dip into now and again, but I would advise against planning your entire content around this strategy.

## **7. Behind the scenes**

Sharing some snippets of your life away from your usual content can be a really engaging strategy for your audience. Think along the lines of 'A day in the life of a xx (inset niche) blogger' or anything that you think your audience would find interesting.

## **8. Interviews**

Interviewing relevant people in your niche can be a clever way of adding variety to your content and bringing in some new viewpoints. You can also host guest blogs on your blog as a way of collaborating with others in your niche and potentially accessing their audience.

# Blog Content Planner

Staying organised with your blog planning means you can remain consistent and continue to provide relevant and engaging blogs for your audience.

I have included a template which I use for planning my own content, which you can access by clicking [HERE](#).



# Blog Post Template

There are formulas to crafting engaging blog posts. This can be used across different niches and make it far easier to ensure you cover all the key information and increase readership.

I have included a template which I use for writing my own blogs, which you can access by clicking [HERE](#).

# Blog Checklist

Crafting a blog can involve lots of different tasks. To help you keep track, I've included a checklist, so you can tick off tasks as you complete them.

You can access the check list [HERE](#).

## You're all set

You now have all the tools to help craft your own authentic story. I will be sharing more tips and guides through Simple Scottish Stories, so make sure to keep an eye on your inbox.

Thank you so much for the support. It really means the world.



*Thank you!*

To get more Hippy Highland Living content, make sure to check out my YouTube where I publish weekly videos. I'd love for you to join our simple community.



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