START TO FINISH
System

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1. Topic Research (premium offer)

2. Keyword research (premium offer)

3. Use Frase.ai to flush out headlines

4. Write the rough draft using Frase to use relevant keywords

5. Fact check if necessary

6. Insert links to authority posts (premium offer)

7. Insert links to relevant pages on client's site (premium offer)

8. Edit the rough draft using Jasper.ai

9. Copy/paste into Google doc

10. Fix any grammar spelling errors

11. Review after a day or two

12. Read from top to bottom with a fresh set of eyes

13. Read from bottom to top

14. Send to client for review/edits

15. Create social media graphics (premium offer)

16. Create social media promo captions (premium offer)

17. Create promo email content to broadcast to list (premium offer)

18. Make edits requested by clients

19. Upload & schedule on Wordpress (premium offer)

20. Create blog post graphics to be embedded into post (premium offer)

21. SEO optimize on Wordpress using Yoast or RankMath (premium offer)

22. Schedule social media content (premium offer)

23. Create & schedule promo email (premium offer)

24. Follow up with the client & start on the next one!

Some clients will give you the topic & keyword before you begin. Some will give you a document brief with other details that will help you complete the project. Not every client is the same or will need the same things from you. This is how my workflow goes for 90% of the clients I'm currently writing blog posts for.

If you are repurposing content and creating blog posts from podcasts or videos, just replace topic & keyword research with transcribing the audio with Otter.