

Monthly Blog Publishing Checklist

For this checklist, we'll utilize the following tools: Write with AI in GetOiling, and [Trello Swipe File & Content Planner](#).

Step 1: Add Blog Post Content to GetOiling

- ☐ Create a New Blog Post
- ☐ Paste Blog Title from Trello
- ☐ Paste blog body content using the "Paste Plain Text" option to retain brand fonts.
- ☐ Format your post to include "Heading 1" and "Heading 2" settings for headings.
- ☐ Ensure readability with short paragraphs.
- ☐ Add a link for your call to action (e.g., schedule a wellness consult).
- ☐ Upload Featured Image using the Canva graphic stored in Trello.
- ☐ Enable excerpt and paste the pre-written excerpt into the "Excerpt" section
- ☐ Select or create applicable tags (e.g., "Wellness Tips," "Self-Care").
- ☐ Schedule post for future publication.
- ☐ Repeat for each post planned for next month.

Step 2: Create Copy & Share Your Posts

- ☐ **Generate Email Copy with Write with AI in GetOiling:**

Example Prompt:

"I am a wellness influencer who helps first-time moms and moms of young kids take control of their family's wellness with easy-to-implement steps and safe, natural products.

Write a 3-5 sentence email preview promoting my blog post titled [paste blog title]. Here are the contents of the blog post: [paste blog post body].

Use a tone that piques curiosity and invites readers to click the link to read more."

- ☐ Schedule an email broadcast to your subscribers for the same date your blog post is scheduled.
- ☐ Repeat for each post planned for next month.

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☐ **Generate Social Media Copy with Write with AI in GetOiling:**

Example Prompt:

"I am a wellness influencer who helps first-time moms and moms of young kids take control of their family's wellness with easy-to-implement steps and safe, natural products.

Write a short, engaging social media caption to promote my blog post titled [paste blog title].

Here are the contents of the blog post: [paste blog post body].

Include a question to spark curiosity and encourage readers to click the link to read more."

- ☐ Add the post copy to your Trello board using the social posts template
- ☐ Repeat for each post planned for next month.
- ☐ Create a social graphic in Canva, if desired, for each post
- ☐ Schedule each social post to publish during the same week your blog post is scheduled.

Step 3: Organize for Final Review

- ☐ Ensure all 4 blog posts in GetOiling include:
 - ☐ Blog title.
 - ☐ Blog body content (formatted).
 - ☐ Featured image.
 - ☐ Excerpt.
 - ☐ Category tags.
- ☐ Verify syndication copy is saved for:
 - ☐ Email broadcasts.
 - ☐ Social media posts.
- ☐ Double-check publication dates in your content calendar.