
BLOG POST STOCKPILE CHALLENGE

Week One Mini-Challenge: The Multi-Post Project

One of the biggest hurdles to creating a blog post stockpile is finding the time. This week, instead of trying to find more time, we're going to try and work more efficiently so we can generate more posts in the same amount of time. What if you could do one planning period, one shopping trip, and one photo session for three posts? With a little planning, you can do exactly that!

For example, if you are a food blogger, think of a meal you'd like to blog about. Come up with an entrée, a side dish, and a roll, dessert, or beverage that all work together. When you shop, buy all the ingredients for all of the components. Prepare the meal, then photograph the three components together and individually. You now have all the raw material you need to create 3 posts (one for each component of the meal). You'll still have to spend time editing the photos and writing each post, but you've just condensed a lot of the work and saved yourself plenty of time.

If you are a craft/DIY blogger, you can buy three different fabrics, frames, etc. and create multiple variations of the same basic craft in one crafting session. Here's an example of 3 similar posts from organized31.com that could have been created at the same time -

<http://organized31.com/2014/12/diy-snowflake-votive.html>,

<http://organized31.com/2015/01/sharpie-dotted-cup.html>,

<http://organized31.com/2015/01/easy-sharpie-dot-mug.html>

Travel bloggers can focus on three different aspects of a destination (e.g. restaurants, activities, and scenery).

Photography bloggers can shoot the same scene with different filters, angles, and lighting.

Develop a series (e.g. Importance of Sleep) and do all of your research at once, then subdivide into separate posts (e.g. Sleep Benefits, Causes of Insomnia, Tips for Better Sleep).

You don't have to use any of the aforementioned suggestions, they're only meant to serve as examples to help get your own ideas flowing.

Challenge: Complete one project that can easily be segmented into multiple blog posts (2-4). One of the posts can be used for your regular schedule, bank the rest in your stockpile.