

Forbes

How to Create a Great Blog Post in Less Than an Hour

By Victoria Pynchon, Contributor
1/10/2012

Here's a question I hear more than any other – *how in the world do you manage to post so often to your Forbes Blog?*

My standard answer – that *I'm addicted* - is flip and not really true.

The truth is, I use a template.

Lawyers never do anything without a template.

Nothing.

We may write the most sophisticated federal court Complaint in one of the most specialized areas of the law, but we start with a form complaint from a form file.

Always.

So here's my template, which is really just a series of steps to follow to create a great blog post in less than an hour.

1. Think of a broad topic inside your mission or expertise, like “women’s economic power.”

2. Do a quick google search for “women” and “economic power,” searching under the categories “blogs” and “past month” so that you’ve limited your results to recent blog posts in your area of interest.

Here's a nice quote from an unexpected source ([Retail is Detail](#)) that my search under those metrics delivered to me last night.

In the U.S., women hold sway over 51.3% of the nation’s private wealth, as [Maddy Dychtwald](#) observes in [Influence](#), one of many books on the subject of female economic empowerment to come out in the past 12 months.

“We’re on the brink of a massive power shift, a grinding of the gears of history into a new human condition,” she writes. “It’s a world where women can, if they choose, seize the reins of economic control.”

3. State the problem that your knowledge or services can resolve – not more than 200 words.

If women truly “hold sway” over more than half the nation’s private wealth, what is stopping us from putting at least three women on every Board of Directors in the nation; putting women into political office in numbers equal to their proportion in the electorate; and, creating a workplace that is as friendly to women as it is to men?

4. State your solution.

Nothing is stopping us other than our lack of appetite for wielding the economic power we possess. When women learn interest-based negotiation strategy and tactics in the context of their internalized gender roles, they find they have an enormous appetite for both acquiring and using economic power for the benefit of themselves, their families, their communities and their world.

5. Include an action item like “if you want to become comfortable acquiring and wielding economic power, take our [January “Asking for It” online negotiation course](#).

6. Find a creative commons photo and tag your post with topics like “women,” “women in business,” “glass ceiling,” “women’s economic power,” “[Influence](#),” and [Maddy Dychtwald](#).

7. Hit publish.

You’ll note that you’ve identified and suggested a solution to a problem your readers share, made a new and potentially powerful business contact by mentioning author Maddy Dychtwald, and increased the chances that women reading your post might sign up for your course or service (or purchase your product) all in less than an hour.

That’s it. Not rocket science. Go forth and prosper.

This article can be found at <http://www.forbes.com/sites/shenegotiates/2012/01/10/how-to-create-a-great-blog-post-in-less-than-an-hour-2/>.