

TRY CASSIE'S ORIGINAL IDEAS

AS A MODERN BLOGATHON CHALLENGE

A practical six-step cheat sheet for turning timeless blogging advice into focused action today. You do not need access to the original five-day email course to put these core ideas to work.

ASSESS	PLAN	IMPROVE	PREPARE	PITCH	GROW
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1

Assess Your Blog

What is working, outdated, confusing or unfinished?

Put it into action: Quick check: homepage, navigation, About page, categories, top posts, email signup, broken links and unfinished projects.

2

Choose One Meaningful Goal

What result do you want during the next 30 to 90 days?

Put it into action: Make it specific enough to act on: improve five traffic-driving posts, grow your list, finish a product, or pitch three relevant partners.

3

Review Your About Page

Does it explain who you help, what you do and why someone should trust you?

Put it into action: Communicate your audience, value, experience and the next step you want a visitor to take.

4

Look at Your Content Plan

Does it support your actual priorities, or are you publishing because you feel you should?

Put it into action: Choose content that supports your goals, seasons, launches and proven topics. Your calendar should guide you - not make you feel behind.

5

Check Your Professional Materials

If a brand, journalist, podcast host or event organizer contacted you tomorrow, could you quickly provide what they need?

Put it into action: Gather your bio, contact information, audience details, accomplishments, partnership options and strong examples of your work.

6

Write One Thoughtful Pitch

Choose a genuinely relevant opportunity and explain the value clearly.

Put it into action: Make the connection obvious: why them, why this idea, what you are proposing and why you are the right person to deliver it.

SMALL STEPS. BIG OPPORTUNITIES. Pick one step, finish it, and let that progress lead you to the next.

YOUR MODERN BLOGATHON ACTION PLAN

Use these worksheet pages to turn the six ideas into a focused work session. Complete them in one Blogathon or spread them across several days.

1. BLOG ASSESSMENT

Three things working well: 	Three things to fix, update or finish:
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2. MY 30-90 DAY GOAL

The result I want: 	The next three actions that move me toward it:
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3. ABOUT PAGE

What is already clear: 	What needs to be added, removed or rewritten:
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YOUR MODERN BLOGATHON ACTION PLAN

Keep going - the second half turns your strategy into professional readiness and outreach.

4. CONTENT PLAN

Content that supports my current priority: 	Content I can postpone, refresh or stop doing:
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5. PROFESSIONAL MATERIALS

What I already have ready: 	What I need to create or update:
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6. THOUGHTFUL PITCH

Who is the right person or organization to approach? 	What useful, relevant idea can I propose?
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MY FIRST MOVE: _____

I WILL DO IT BY: _____

Inspired by blogging and PR lessons Cassie Boorn shared with the blogging community in 2012. Created for Building Better Blogs as a modern action-oriented resource.