

System Outline: Below is a step-by-step process for weekly content generation with a VA.

You: (the business owner)

1. Brainstorm ideas in a Google doc for blog posts (optional)
2. Choose the ideas that most resonate (optional)
3. Plot the blog posts into a content calendar (optional)

4. Outline blog post in bullet points or short sentences.
5. Create a draft of your blog post.

Your Virtual Assistant:

Blog post

1. Review blog post and check spelling
2. Input the blog post into website
3. Check formatting – make use of headings and subheadings.
4. Create Pinterest-friendly graphic for blog post (optional but recommended)
5. Source relevant and meaningful imagery for body content (if applicable).
6. Make sure all images have file names and file descriptions using SEO keywords relevant to the blog post.
7. Finalise blog post draft for final approval from **you**
8. Once approved, schedule blog post to go live (blog posts go live weekly).
9. Once blog post is live, share on Pinterest and any additional relevant boards.

Newsletter

10. Draft newsletter content in Email Platform using the blog post as content and link to the blog post to “read more” or “leave a comment”.
11. Check with **you** for any additional promotional content or ‘Calls to Action’ that need to be included in the newsletter.
12. Send a preview of the newsletter to **you** for review/approval
13. Once approved, schedule your newsletter for release to the mailing list.

Social media posts

14. Create 2-4 social media posts or “snippets” from the Blog Post to share on Instagram/FB.
15. Source relevant and meaningful imagery for Instagram posts (if applicable)
16. Draft Instagram posts in Social Media Scheduler for **you** to approve.
17. Once approved, schedule Instagram posts.
18. You hit publish when you receive a notification on your phone, sharing to Insta & FB.