

1. Navigate to www.typepad.com
2. Log in with your user name and password:
3. Open the Word document with this week's blog postings
4. Display your windows side-by-side – blog on one side, Word doc on the other
5. On the right of you Blog dashboard, click on the link to COMPOSE a new post
6. Look at your blog notes, and write a short headline in the TITLE box
7. COPY the Article Quotation from your blog notes and PASTE it into the BODY of your blog post
8. Go back to your blog notes, and COPY the entire post, then PASTE it in the BODY of your blog post.
9. Read the entire post – does it make sense for your practice? Check any hyperlinks and make sure they go to YOUR website, not Kyle's.
10. To change a hyperlink in your blog post --
Highlight the link
Click on the icon that looks like the link of a chain (top row of the BODY box)
Paste in the proper URL
Click INSERT LINK
11. Write up a few keywords for the KEYWORDS box (note: keywords must appear in the body of the blog posting, you cannot just make them up)
12. Copy and paste a short paragraph into the EXCERPT box
13. Now, look at the options on the right side of your screen – you'll see CATEGORIES, SHARE THIS POST, FEATURE THIS POST, AND STATUS.
14. CATEGORIES – check the appropriate category or categories to index this post
15. SHARE THIS POST – be sure to check the TWITTER box – this sends the feed to Twitter and to firm website
16. DO NOT CHECK FEATURE THIS POST!
17. In the STATUS box, click on the drop-down arrow and select PUBLISH ON
18. This will launch a calendar. Choose the appropriate date and time to publish this blog post ... for example, Monday, October 18 at 8:00 AM
19. click OK
20. YOU ARE NOT DONE YET
21. Click the green SCHEDULE button
22. Wait until you get a Success Message.
23. Repeat this process for each post – scheduling one per day
24. Send an email to attorney letting her know that the blog posts have been scheduled. All she needs to do is log in to Typepad, click on the POSTS tab, and then click each blog post to bring it up. She can now edit them as necessary and when she is done, she should click on SCHEDULE again. NOTE: make sure she re-checks the Share on Twitter box, as this seems to disappear whenever someone goes in to edit.