

# Blog Life After Death Checklist

## Make a will

include contact information for your successor.

identify equipment or tools your successor will need.

Share current contact information for your successor with attorney, executor and family.

Share your wishes with your family.

Do whatever your state requires to make the will legal.

  
  
  
  
  

## Choose your successor

Choose a successor with a similar passion and voice.

Identify the skills needed to run your blog.

Identify any skill deficits in you successor.

Make a plan to address the skill deficits.

Give your successor have access to important parts of your blog.

Introduce your successor to your audience.

Have your successor practice key aspects of running your blog.

  
  
  
  
  
  

## Share Access to Blog Resources

Identify trusted friends.

Make them co-administrators on key accounts.

  

## Establish Brand Name Accounts

Create mirror accounts with the brand name only.

Set all your renewal notices to go to your admin@brandname e-mail

Give your successor access to these accounts.

  
  

## Create a List of Your Accounts

Make a spreadsheet that includes account name, login, password, what the account does, key contact person (if applicable), fees (monthly, annual, semi-annual), and due dates for payment.

Share the list with your successor

  

## Establish a Filing System

Make hard copies of contracts, media kits and other important documents

- Create e-mail files in the brand e-mail account for important blog e-mails
- Create a folder on your hard drive or Google Docs of important blog files

**Create Shared Photo Storage**

- Back up your high resolution photos
- Share the backup with your successor

**Consider a Business Phone**

- Purchase a business line and phone
- Use that phone form Blog accounts
- Include that phone in the will as blog property

**Share Your Business Contacts**

- Make a list of your business contacts and their information
- Share the list with your successor (put it in the shared folder on GoogleDrive)

**Write a Blog User Manual**

- Describe what your audience likes.
- Make a daily task list.
- Make a weekly task list.
- Make a monthly task list.
- Make an annual task list.
- Describe things to avoid and why to avoid them.
- List format preferences for your brand.
- Describe your short term and long term business goals.
- Identify your employees, describe what they do in detail and how much you pay them.

**Take care of yourself!**