



## **Beginner Business Blogging**

Wednesdays, 9:00am to 12:30pm

Instructor – Linda Daley

This course will help participants get their business blogs off on the right foot with relevant content to delight their followers and grow their fanbase.

Participants will:

- Create (or confirm) their business blogging strategy
- Generate a long list of content ideas
- Prepare an editorial calendar for 3 months
- Learn writing tips and other methods and tools for creating compelling blog content
- Develop their own replicable process for promoting their blog posts
- Audit and improve on their blog layout and functionality
- Learn what their statistics can tell them about how to improve
- Prepare, post and promote 5 blog posts based on a schedule of every 2 weeks

In addition, for those who do not already have a blog, we'll do a quick set-up of a Blogger blog that you can finalize and polish away from class.

Participants must have:

- A laptop, wifi capable (not a tablet) and comfortable using it
- Posted zero or few blog posts so far