



Syllabus

BRANDING BASICS 101

A BRIEF OVERVIEW

Whether you've just been thinking of starting a blog, already have a blog set up, or have been blogging for a few years, branding is incredibly important. It's what makes your blog unique and different.

Sometimes, it's easy to forget the importance of being intentional in approaching branding because you're just focusing on trying to get your blog set up. Or maybe you really want to set up a successful long-term brand, but you don't know how to go about it.

In Branding Basics 101, we'll teach you the nuts and bolts of how to set up a strong foundation for your brand, how to determine your ideal target market, how to discover your blogging voice, and we'll give you lots of practical tutorials for how to set up the branding and logo for your site and social media.

Are you ready to set up a successful brand? If so, you'll want to go through Branding Basics 101.

Here's a brief overview of what we'll be covering in the course:

Lesson 1: Defining Your Brand

In this lesson, we talk about your foundations for a strong brand: why your first impression matters, your underlying why for blogging, and how to define your ideal target reader. We also talk about setting up goals for your blog to help you walk out your WHY statement and reach your target audience.

Lessons include both written and video lessons covering:

- ✓ How to create a WHY statement for your blog
- ✓ Step-by-step help to define your ideal target market
- ✓ How to set up realistic goals for your blog
- ✓ Practical tips to follow through with your goals

Lesson 2: Designing Your Brand

In this lesson, talk about how to use your WHY statement and your ideal target market as basic foundations for your site's design. This is a very hands-on lesson with lots of links, practical tips, and tutorials to help you design a site that is in line with your overall brand and mission.

Lessons include both written and video lessons covering

- ✓ 4 important tips to keep in mind when choosing your site design
- ✓ Why you need a blogging theme for your site and what to look for in a theme
- ✓ The 4 types of blogging themes available and where to purchase them
- ✓ Step-by-step help to install your blogging theme
- ✓ How to create an eye-catching logo

Lesson 3: Your Brand in Social Media

This lesson covers how to develop a successful social media strategy that is in line with your brand. It delves into why you need social media, choosing the right social media platform(s) for your blog and brand, and how to not get overwhelmed by social media.

Lessons include both written and video lessons covering:

- ✓ Why you need social media and how it can impact your traffic and income in a significant way
- ✓ 2 questions to ask as you consider which social media platform(s) to use for your brand
- ✓ How to create eye-catching social media images on PicMonkey and Canva

Lesson 4: Finding Your Voice

In this lesson, we talk about how to discover what kind of blogger you are and what your writing style is. We also discuss whether or not to blog anonymously or semi-anonymously, important things to consider when it comes to your privacy and your family's privacy, and what your boundaries should be as a blogger.

Lessons include both written and video lessons covering:

- ✓ How to determine what your blogging voice is
- ✓ Why I don't feel like writing anonymously is wise & what I recommend instead
- ✓ How to protect your family's privacy as a blogger
- ✓ 4 questions you should ask to define your blogging boundaries

Lesson 5: Protecting Your Brand

In this lesson, we discuss a very important topic: how to protect your brand and why it's not being paranoid but wise. We talk about copyrights, trademarks, and avoiding copyright infringement.

Lessons include both written and video lessons covering:

- ✓ 3 reasons why you need to protect your brand
- ✓ The difference between trademarks and copyrights
- ✓ When you should consider trademarking your brand
- ✓ How to avoid copyright infringement