



Syllabus

CONTENT CREATION 101

A BRIEF OVERVIEW

Introduction

Hi! I'm Crystal Paine, wife to Jesse, mom of three kids (Kathrynne, Kaitlynn, and Silas), New York Times bestselling author, speaker, business consultant, and founder of MoneySavingMom.com, YourBloggingMentor.com, and Your Blogging University™.

Welcome to Content Creation 101, a course we created to help new bloggers like you find your groove so you can write engaging content, promote your posts, learn about your audience, and organize your post schedule. Content Creation 101 was designed to teach brand new bloggers to get a firm grasp on the ins and outs of creating great blog posts and getting them out there to the people who want them!

Creating content that brings people back for more again and again requires skill and strategy. That's why I want to come alongside you in this course to be your coach, to help you create an editorial system or calendar and posting schedule that works for you, and to empower you to write blog posts that actually increase your traffic—and *your earning potential!*

Here is an overview of what we'll be covering throughout the course, lesson by lesson:

Lesson 1: Creating a Great Blog Post

In this lesson, we'll be uncovering the basic attributes of a successful blog post so you can start creating more effective posts from Day 1. Lesson 1 text and video includes information about:

- ✓ What makes a great blog post.
- ✓ Formatting tips to boost your rankings on Google.
- ✓ The different types of blog posts you can create.
- ✓ Finding your voice as a new blogger.
- ✓ Tutorial video to help you.

Lesson 2: Writing & Promoting Your Blog Post (Part 1)

In Lesson 2, you'll learn the step-by-step process of writing a blog post and getting it ready for promotion. The video and text lesson will include:

- ✓ The process of getting your post from idea to published content.
- ✓ How to find FREE images for your post.
- ✓ Creating the correct image sizes for the different social media outlets so you can promote your content more effectively.
- ✓ Extra bonus videos to help you get the hang of writing and promoting your content!

Lesson 3: Writing & Promoting Your Blog Post (Part 2)

As an extension of Lesson 2, Lesson 3 is designed to help you dive deeper into getting your post ready for publishing and promoting, including:

- ✓ How to edit your post to boost its effectiveness and to increase reader engagement.
- ✓ How to outline your post to make copywriting easier.
- ✓ How to improve your post's SEO (search engine optimization) so you can get your post found by more people on Google.
- ✓ Important tips for promoting your content on social media.
- ✓ How to use live video to promote your post.
- ✓ Plus a bonus video to show you some extra tools you can use to increase your post's success!

Lesson 4: Content Planning and Organization

Learn how to create a realistic content schedule and organize your posts to make them easier for you to manage and your audience to find! In Lesson 4, we'll cover topics like:

- ✓ Questions to ask yourself before setting up your editorial calendar.
- ✓ Different tools you can use to plan your content and streamline your workflow.
- ✓ How to organize our posts using the tags and categories settings in WordPress.
- ✓ How to plan ahead for trending topics so you can post content at the right time and get more traffic to your site!

Lesson 5: Staying Inspired as a Blogger

Find out how to stay inspired as a blogger (even if you suffer from chronic writer's block!) with Lesson 5! In Lesson 5, we'll cover:

- ✓ 10 ways to stay inspired as a blogger so you NEVER run out of content ideas again.
- ✓ How to set realistic blogging goals so you can accomplish more without losing your sanity.
- ✓ A surprising piece of advice you may not expect that will boost your chances for success!

Are you ready to get started? [Sign up today!](#)