



**Build Your Successful Coaching Practice**  
**Action Worksheet #10: Essentials of Effective Content Marketing**

**Objective:** Complete the essential elements of effective content marketing: write, publish, and share your blog posts with subscribers and on social media.

**1. Write a blog post.**

(See Action Worksheet #9.)

**2. Publish the blog post to your site.**

- Log in to your site, click New > Post.
- Enter the text for your post.
- Include a simple byline (by Your Name)
- Add a photo (create an alternate name/tag that includes a keyword phrase)
- Complete the SEO entries for the post on the form beneath where you enter your text.
- If your post includes external links, check “open link in new window.”
- Add these three things to the bottom of your post:
  - Newsletter sign-up form
  - Brief bio
  - Invitation to schedule a consultation
- Click “Preview” to view your post, and “Publish now” when you’re ready.
- Tech trouble?** Google “create post in wordpress.” (Or the name of your website platform if it isn’t wordpress.)

### 3. Send the post to your newsletter subscribers.

- Log in to your Mail Chimp or Aweber account.
- Create a new message, including:
  - A warm greeting.
  - Your post's title, photo, and a teaser (link or first sentences).
  - A link to the rest of your post on your website.
- Tech trouble?** Go to the support page, where you'll find step-by-step videos for creating newsletters. They're really worth watching.

### 4. Post it to social media.

- Log in to your Facebook account, and go to your business page.
- Create a new Facebook post, including:
  - A brief teaser in personal language, offering a compelling reason to click the link and read the post.
    - Promise to solve a problem, debunk a myth, or
    - Ask a compelling question, or
    - Offer 5 steps, 3 surprising facts, or one simple idea that really works (for example)
  - A link to your post on your website.
  - An appealing photo related to your post topic.
  - A request to "please share."
- Log in to your Google Plus account, and go to your brand page.
- Create a new Google Plus post including the same elements as your Facebook post.
- Tech trouble?** Google "create facebook post" or "create google plus post."