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Build Your Successful Coaching Practice Action Worksheet 5b: 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 5a.)

2. Publish the blog post to your site. (These are Wordpress directions. If you're on another platform, just follow that platform's video or written instructions.)

- 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 with head shot
 - 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.
 - An invitation to connect, a friendly sign-off, and your photo.
- 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, for example:
 - Promise to solve a problem or debunk a myth.
 - Ask a compelling question.
 - Offer 5 steps, 3 surprising facts, or one simple idea that really works.
 - A link to your post on your website.
 - An appealing photo related to your post topic.
 - A request to "please share."
- Tech trouble?** Google "create facebook post." For instructions for other social media platforms, see the Resources section of our course's home page.