

ASSIGNMENT - 100 DAYS OF BUSINESS

BLOG POSTS
AND ARTICLES



CREATE AN EXPERT BLOG POST

PART ONE: Do the research:

Think about how your prospect will type their question into google. Look at the words used, the way their question is phrased and what the top results are. Write your notes below.

Think about your industry. Google the top bloggers in the industry and look at how they approach the subject.

Google the top online publications in your industry and come with several stretch goals for yourself.

PART TWO: Set up an outline for your blog post and then write it!

Title of your blog:

Key focus:

Where do you want your prospect to go after reading?

Key points:

Key words:

THE BASICS

CREATE CONTENT

BLOG POSTS
AND ARTICLES



CREATE AN EXPERT BLOG POST

Key images - make sure you set a featured image that connects to your link!

Essential links

Key videos

CREATE CONTENT

PART THREE: Where will you post your blog?

The 100 Biz Facebook Group

Linked In Blog Post

Facebook Blog post

On website

Part of Digital Magazine

In Facebook Group/ Page

LOCATION FOR LIFT OFF