

Welcome

Welcome to the Blogging Challenge

We're delighted you're here reading this.

It means you're committed to getting more from your blogging activities.

Done well, blogging will attract search engines and leads who will become subscribers and customers.

Done poorly and you will be invisible to the world.

There is no middle ground.

This action book will help you make the most of the blogging challenge, and beyond.

See you in the group

Kevin & Sarah

P.S You can join the blogging challenge here contentnitro.co.uk/30dayblog for free, if you haven't already.

1. Content Creation Ideas

Help Customers

You can use your content for customer service purposes, including:

Creating a series of FAQs (frequently asked questions) documents. For example, a general customer service FAQ, a FAQ for each product you sell, a FAQ that covers niche questions in general, etc.

Creating welcome (stick) letters or videos. This is particularly important for membership sites or ecourses.

Creating explainer and website tour videos. This is a great way to introduce prospects and customers to your website, your products, and/or your philosophy.

Providing a “quick start guide” for customers. This is particularly helpful alongside large products such as home study courses and membership sites.

Creating “copy and paste” answers to common questions for your help desk. You can use these answers yourself or have your customer service staff use them. Common questions and inquiries may include:

- How do I get a refund?
- I lost my password.
- When does the ecourse/webinar start?
- How do I register for the webinar?
- My computer crashed and I lost the ebook – how do I re-download?
- Does the product work on a Mac?
- Can I use the product on my smart phone?
- The product won't open.
- Do you have any coupons or specials?

3. Add Value To Your Content

What can you do to add more value to your content? This post will help you:

<https://www.contentnitro.co.uk/add-value-to-your-content/>



Brainstorm: About My Blog



Purpose Of My Blog

- Why does your blog exist?
- What motivated you to start it?
- What do you get from writing it?

Brainstorm: About My Blog

A graphic featuring the words "Target Audience" in a bold, black, sans-serif font. The text is centered within a circular frame made of two thin, overlapping gold-colored lines. The background behind the text is a horizontal brushstroke of blue and pink colors.

Target
Audience

Who do you want to attract? Describe them in detail. What do they watch on TV? Do they read magazines? Books? Married or single? How old are they? Share a day in their life on this page.

Brainstorm: About My Blog



What I Offer

Let's build credibility. Is your content valuable because:

- You're a known expert in the niche?
- You have certain skills or background experiences that make you uniquely qualified to share this information?
- You've won certain awards in your niche?

When you share your credibility people will want to know what you offer... Share your credibility and what you offer here:

Brainstorm: About My Blog



What I'm
Asked

What do people ask you about your business the post? Is it why you started it? Is it about your target audience? Is it about the tools or techniques that you use? What do people ask you on social media?

Brainstorm: About My Blog



How I
Promote

How do you promote your blog currently? How will you promote it in the future?

<https://www.contentnitro.co.uk/content-promotion-get-more-eyes-on-your-content/>

Brainstorm: About My Blog



Money

Do you monetize your blog? How? How will you monetize it in the future? What do you need to make this happen?

About My Blog Recap:

Purpose
Of
My Blog

Target
Audience

What I
Offer

How I
Promote

Money



My Blogging Categories

Think for a moment to your products and services... Make a note of them:

Do you have your main products and services as a category on your blog?

If you don't add them.

What do people need to know so they can buy the product or book the service?

My Blogging Categories

Category #1

Need to know

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Category #2

Need to know

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Category #3

Need to know

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Category #4

Need to know

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Category #5

Need to know

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Category #6

Need to know

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What's the
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What's the pain point? How will they feel
to release this?

Main
Key
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What's the next step for your reader?

Heading #1

Heading #2


Heading #3

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Blog title:

Publish date:

Category:

What's the
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What the post about and why does your reader care? How do they feel?

What's the
reader
stuck on?

What's the pain point? How will they feel to release this?

Main
Key
phrase

Image
Ideas

Opt-in Offer

What's the next step for your reader?

Heading #1

Heading #2


Heading #3

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Reflections

What content do I prefer to create?

What post got the most traffic and why?

What post had the most feedback?

What will I focus on going forward??

Congratulations!

Well done,

You've mapped out your content and reflected upon what you liked and what worked.

What's your next stage?

- Influencing?
- Upgrade your writing skills?
- Expert book?
- Something else?

We'd be happy to talk you through the options available to you now you've completed the blogging challenge.

<https://www.contentnitro.co.uk/call/>

Kevin & Sarah