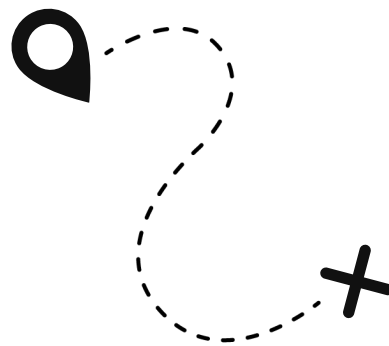# Content Nitro

content mindset

roadmap

for bloggers, entrepreneurs and
online business owners

Online Visibility
ACADEMY

welcome!

to the 30-Day Blogging Challenge est. 2007. Where great content creators are made not born! Over the next 30 days you'll come to love blogging.

Kevin & Sarah

Congratulations you've taken the hardest step of all - starting!

The blogging challenge is a challenge. It's tough. It's a marathon not a sprint and you can do this.

The goal is to **write and publish** a blog post every day for 30 consecutive days.

Just do what you can when you can - and do not stress or make excuses. Just focus on the goal - 30 posts in 30 days..

If you get into the writing flow, create 2 or 3 posts so you can pop the other 2 in drafts and have two days without writing.

Use your time smartly.

If you struggle to make the time to write, get up that little bit earlier and do it first thing.

Many of the coaches and consultants who take the blogging challenge find that writing first thing is incredibly powerful and **therapeutic**.

At the end of 30 days you will:
- have an audience
- know the best time to post
- what to write about
- and so much, much more!

Blogging challenge assessment

You'll answer this page 3 times—before you start the challenge. mid-challenge and after you complete the challenge. 1- lowest 10- highest

01 **On a scale of 1 to 10 how do you currently feel about blogging?**

1 2 3 4 5 6 7 8 9 10

02 **On a scale of 1 to 10 how do you currently feel about being found by your ideal customers?**

1 2 3 4 5 6 7 8 9 10

03 **On a scale of 1 to 10 how do you currently feel about using social media for marketing?**

1 2 3 4 5 6 7 8 9 10

04 **On a scale of 1 to 10 how do you currently feel about being found in search engines?**

1 2 3 4 5 6 7 8 9 10

05 **On a scale of 1 to 10 how do you currently feel about writing regularly?**

1 2 3 4 5 6 7 8 9 10

How do I feel about this?

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How do I feel about this? what's changed for me?

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How do I feel about this? What's changed the most?

five-step mindset roadmap

1

WHY IS CONTENT IMPORTANT TO YOU?

2

WHAT HAPPENS WHEN YOUR WEBSITE GETS MORE TRAFFIC?

3

HOW DO YOU FEEL WHEN YOU EXPRESS YOUR THOUGHTS AND IDEAS?

4

WHAT TO YOU WOULD BE THE SUCCESSFUL OUTCOME OF THE BLOGGING CHALLENGE?

5

HOW WILL YOU CELEBRATE COMPLETING THE BLOGGING CHALLENGE?

Share Your Dreams Here

WHAT'S YOUR GOALS AND YOUR VISION FOR YOUR WEBSITE?

GETTING READY CHECKLIST

- [ ] I have stats installed
- [ ] I have social share buttons
- [ ] I have a folder for my roadmaps
- [ ] I'm ready to embrace my creative side
- [ ] I have space in my day to write
- [ ] I'm ready to learn
- [ ] I'm ready to complete the 30-day blogging challenge

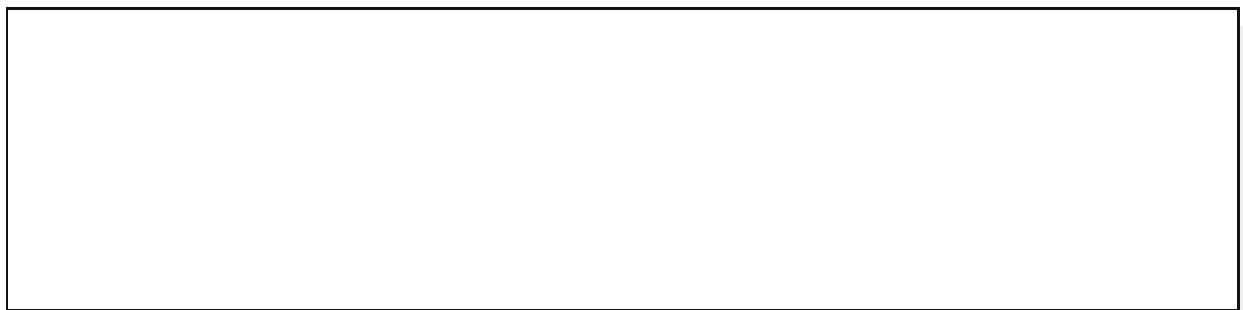**STEP 1**   **STEP 2**   **STEP 3**   **STEP 4**   **STEP 5**

My current numbers

I CURRENTLY GET THIS NUMBER OF VISITORS EACH MONTH

MY BEST POST HAS THIS NUMBER OF SOCIAL SHARES

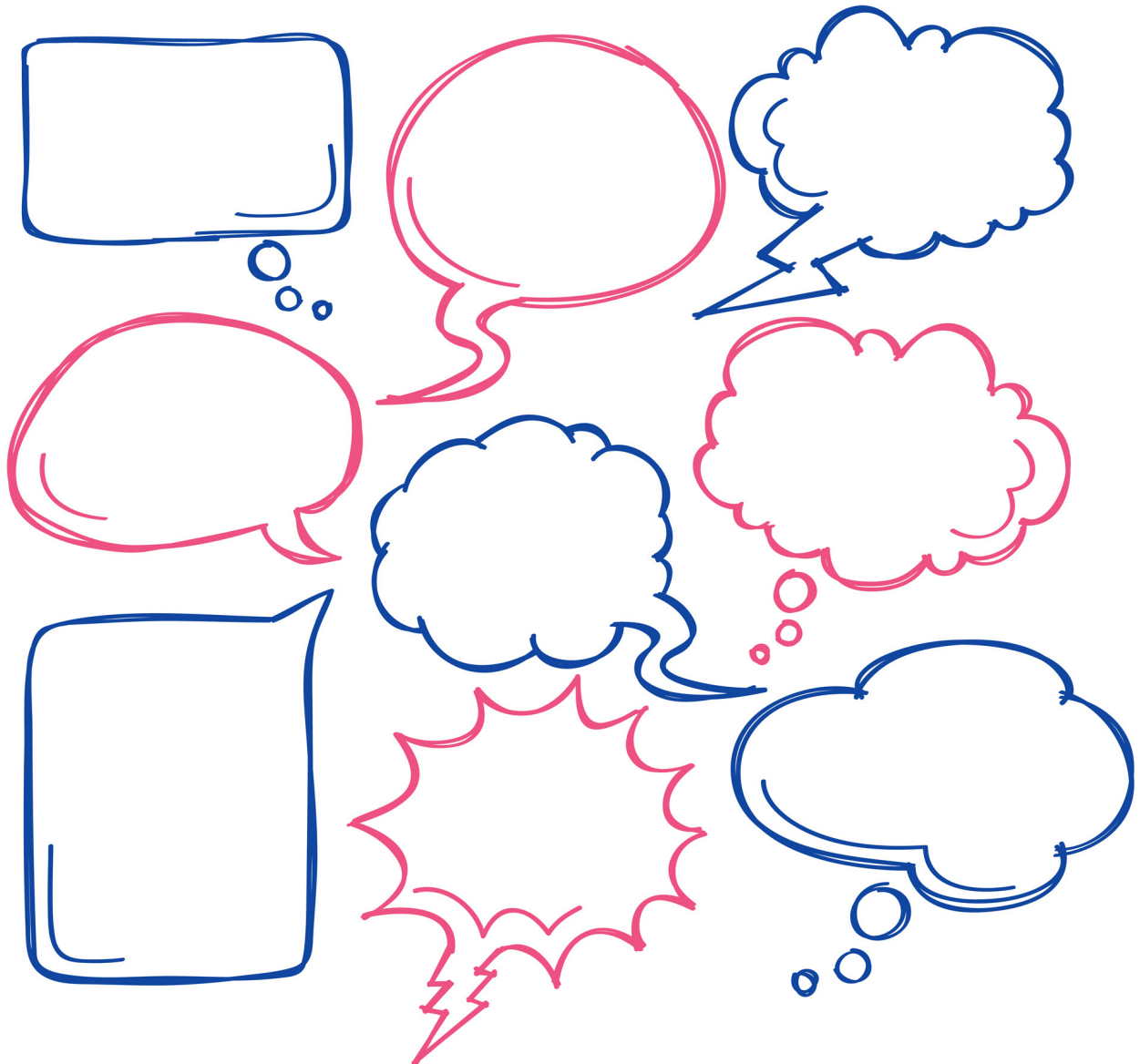I GET THE BEST RESPONSE ON THIS SOCIAL MEDIA CHANNEL

Future numbers

What's stopping you?

Share some of the self-talk you use around blogging and content.

The brilliant thing about the blogging challenge is by the time you finish you'll have burst every single one of them

three quick tips

one

If you find you struggle for time - start early when you have more energy.

The hardest part of the blogging challenge is the first 10 days. The pressure eases and you are uded to writing and publishing around day 13. the "it's hard feeling" doesn't last forever.

You are going to get a lot of content help and support, including 10 more roadmaps!

Set up a ring binder to add them too, or have a folder on your desktop and save them here.

two

three

We encourage you to use a pen with your roadmaps. Research shows that if you write something out then you are more likely to remember and act on it.

Through out the blogging challenge we do many little counter-intuitive things that will help you get incredible results.
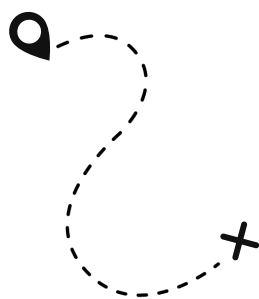
Your next 30 days

Look out for your day 1 email

Yay! You finished the roadmap.

You'll get a few of these as you go through the blogging challenge, so keep them in a safe place.