NAMS

Novice to Advanced Marketing System

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Introduction

1. What is the typical length of your blog posts? Do you have any posts in the 900-1000 words range? Use this target number as your new minimum length.

Typical Word Length:	
Recent Post Title	**Word Length**

2. What social platforms are you currently using? How are you engaging with your audience about your blog posts on social media?

Social Platform	**Notes**

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3. What metrics are you currently using to track the effectiveness of your blog posts?

Metrics	Notes

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Define Your Audience

Draft your reader profile.

Demographics ➢ Age ➢ Location ➢ Language ➢ Gender ➢ Income Level ➢ Education Level ➢ Religion ➢ Marital Status ➢ Occupation ➢ Family Composition	
Psychographics ➢ Attitudes ➢ Values ➢ Hobbies ➢ Lifestyle ➢ Behavior ➢ Goals ➢ Challenges ➢ Image of self ➢ Pain points ➢ Needs and desires	

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Behavior/ Preferences ➢ How do they search for and find content to consume? ➢ What content formats do they like? ➢ How do they consume content and what do they do with it? ➢ What is your audience's taste in terms of length and depth of content? ➢ Other typical behaviors?	
Summary Reader Profile	

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Create Captivating and Shareable Content

1. Topic generator

   Step 1: Start by brainstorming topics

Topics	Notes

   Step 2: Prioritize your topics and select 1-2 to work on

Topics	Notes

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Step 3: Turn your topics into catchy titles

Topics	Titles

Step 4: Create your subtopics to help you organize your blog post

Topics	Subtopics		

2. Use the tips in this module to draft your blog post in a separate document or notepad (wherever you write your posts). You can also try rewriting a past blog post as a way to test the new strategies in this module.
   - Post length
   - Write like a journalist
   - Breaking up your text
   - Links and networking
   - Editing your work
     - Always read over your work
     - Read your work aloud
     - Sleep on it and read it again
     - Ask a friend to review it

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Sharing Your Posts for Maximum Reach and Engagement

1. Pick 1 or 2 strategies for announcing and building engagement with your posts and try them out with one of your existing blog posts (it's ok to 're-announce' some content). Alternatively, plan which post you will use them with.

   - Create a lead magnet by repackaging old content as a free gift
   - Send out an email to subscribers whenever you publish new content
   - Share your new post on all of your social media platforms
   - Establish the frequency of when you'll share your posts
   - Cross-link to other posts within the post you're sharing
   - Ask a question at the end of your post

2. Pick 1 or 2 social share tactics and try them out with an existing piece of content. Alternatively, plan which content you will use them with.

   - Make it as easy as possible to share your content
   - Consider improving 'Share' buttons
   - Include a Call-to-Action in your blog's social shares
   - Encourage quote sharing via Twitter with tools like ClickToTweet
   - Mention influencers where possible and appropriate
   - Mention blog commenters on social channels
   - Interact with your most loyal readers to encourage support

3. Evaluate the suggested automatic sharing tools and pick one to try.

   - IFTTT
   - Jetpack
   - Hootsuite
   - Buffer
   - Divr.it
   - Post Planner
   - EveryPost

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How to Monetize and Turn Your Blog into a Profit-Making Business

1. List pros and cons of each of the monetization methods listed in the module and pick two to start with that are most relevant for your blog.

Monetization Method	Pros	Cons
Affiliate Marketing		
Selling Your Own Products/Services		
Getting Paid to Blog		
Showing Ads on Your Blog		

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2. If you choose to monetize your blog by selling your own products or services, start to outline the content you'll create to match up with each part of your reader's buying process (Awareness, Evaluation, Purchase)

Stage	Content
Awareness	
Evaluation	
Purchase	

3. Commit to dates to implement each of the monetization methods you choose. Put these dates in your calendar.

Monetization Method 1 Date:	
Monetization Method 2 Date:	

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Create Consistent Blogging Habits

1. Use the steps outlined in this module to create a schedule of activities that you put into your calendar.

	Task	Deadline
Create a Goal		
Hold Yourself Accountable		
Create a Process		
Add Your Tasks to a Calendar		

2. Review your reading habits and pick a tool for automating your updates so that news/blogs/content gets pushed to you automatically or is all in one place, such as Feedly. Find 15 min/day to read or scan headlines.
3. Identify where and how you will build an ongoing list of brainstormed ideas, such as Evernote or a simple pad of paper.

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Conclusion and Next Steps

1. Make sure the schedule you've outlined for blogging is in your calendar of choice, and be prepared to adjust as you see what works and what doesn't.
2. Review all the work you've done on the different learning activities and use the provided action plan to list your priority to-do tasks right after you finish this course. Set deadlines for each.

Task	Notes	Deadline

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