



# Bloggging for Coaches

**Bloggging for Coaches,**

- 1. Select a main picture that describes your title. Be sure to find FREE stock photos don't just pull photos from google. You may include multiple photos with your blog. Here's a good resource: <https://unsplash.com/>**
- 2. Introduce your topic, not yourself.**
- 3. Introduce the problem you will solve in the content/blog.**
- 4. Relate to the problem, share your story, drip content.**
- 5. Select a picture that describes your content.**
- 6. Introduce the solution- Using the expert topics.**
  - Break down topics into bullets or numbers**
- 7. Conclusion- Create your closing and inspire change.**
- 8. Be sure to include your full name and title at the end of your blog. I.e. John Smith, Career Coach. Your name will link to your Business Facebook Page.**
- 9. PUSH YOUR CONTENT. We can't express to you enough of how important it is to share your content with your audience.**

**Blogs are released Mon/Wed/Fri of each week.**

**Blogs should be a minimum 1000 words.**

**The topic of your blog should reflect your niche!**