



Content Marketing Course Syllabus

(MODULES 1 & 2)

Content Strategy and Your Role as a Professional Writer

- How to market yourself as a content marketer (not just another writer)
- How to position yourself for more clients, more respect, and better pay
- The “belief circles” framework for creating fans and customers
- How to create a rich audience experience for your business and your clients
- A new tool for making yourself an indispensable resource for your clients

(MODULES 3 & 4)

The Strategic Framework for Success with Content

- How to build authority for yourself and your clients
- The mindset that makes success possible
- How to widen your network and get attention to your valuable content
- How to authentically connect with influencers without embarrassing yourself

- The real role of authenticity on the web
- 5 steps for turning attention into action and sales

(MODULES 5 & 6)

Mapping the Journey: Crafting a Content Marketing Strategy

- What the “buyer’s journey” is and what the milestones are
- How to unlock the triggers that get clients or customers to buy
- The mapping exercise that none of your competitors are using
- How to handle potentially tricky issues with clients or employers
- How to get the buy-in that lets you move forward with great content

(MODULES 7 & 8)

The Rubber Hits the Road: The Strategic Content Types

- How to write content that builds the audience and attracts new leads and prospects
- How to use the “content conveyor belt” to increase traffic and conversion
- The type of content that creates an unbreakable bond with the audience
- How to put together landing pages and other persuasive content that turn “traffic” into customers
- The kinds of content that attract links and widen your network