

## BLOGGING FOR BUSINESS AGENDA

Minutes	Topic	Medium Used
1-10	What is Blogging Anyway? Course purpose, objectives, outline	Video Presentation
10-40	Why Everyone Should be Blogging: Uses of blogging for profit and engagement. Choosing appropriate topics. Where to advertise your blog. How to use keywords and why Google is important to you.	Video Presentation, Written content
40-70	Using appropriate titles for blogs, cultivating material, guest posts, post length, post frequency, advertising posts	Video Presentation, Written content
70-90	Explanation of interweaving posts, key word utilization within posts, linking to outside sources for credibility, keeping old posts relative and when you can recycle.	Video Presentation, Written Content
90-110	Using multiple income streams for passive income. Writing ebooks, affiliate programs, advertising affiliation.	Video Presentation, Written content
110-120	Conclusion and Implementation	Written