

Module 4 Workbook

Blogs, Emails, Podcasts and Guest Posting

Blogging

What will you write about? Jot down a few ideas under each section that interests you:

Me and my life philosophy – what do I believe in, what does yoga mean to me, how do I apply it to my daily life?

- Upcoming events: workshops, trainings and retreats

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Specific type of class/offering that I teach

Different asanas or yoga philosophy

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Current events (and your opinion) in the yoga community, or the world in general

Sharing case studies from students I've worked with (keeping private any personal details about the client / student)

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Sharing new books, music, movies

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Blog Strategy

How often will I post? Or will I create a static page and how many posts will be on it?

What are the topics? Do they flow, is it a series? Use ideas from the previous pages to start a calendar below

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Blog Strategy

- What are my competitors writing about?

- What are my keywords?

- How, when and where will I distribute the blog content?

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Blog Checklist

- SEO friendly title, URL and keywords used in content
- 300+ words minimum
- Formatting the blog - use different colors for headers or to highlight specific sections. Using bold and italics are also good ways to draw the reader's attention and keep them focused.
- Create/choose an image. Every blog should contain at least one image or a graphic that relates to the topic.
- Choosing a category and tags
- Fill out the Yoast form
- Add a call to action at the end
- Creating social posts for distribution
- Double check spelling/grammar
- Schedule for the same time each week (or month, etc)!

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Email Marketing Strategy

What will you email?

- Blog
- Other announcements. ie upcoming retreats, workshops, new classes added to your schedule.

How often will you email?

Will you use an RSS feed or send personal notes?

A few things to note about RSS:

- Schedule your blog for the same day/time of the week.
- If you're using RSS, be sure to create a schedule of when the email will be sent (this can be done in your settings of your email provider)
- RSS is a timesaver, but you also have to consider that you're losing that personal connection

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Email Checklist

- Choose an email provider
www.mailchimp.com
www.convertkit.com

- Create your first list (could be for your OptIn or just a main list)

- If using mailchimp, select an email template. My recommendation is to keep it simple with an image at the top (usually your logo) and text boxes below.

- If using Convertkit, the standard format is plain text. There are other, more advanced options but my recommendation if you're just starting out is to keep it simple.

- Connect the Opt-In on your website to the list and ensure it works

- Decide how often will email your list?

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Podcasting

Do you want to create a podcast?

How long will your podcasts be?

What will you talk about?

- Teach classes
- Talk about different asanas or yoga philosophy.
- Q&A interviews with other teachers
- How to develop one's yoga practice, on and off the mat.

Do you want to include a transcript or a summary on your site?

How often will you publish the podcast?

Where will you host it?

- Libsyn.com
- Soundcloud.com

A few things to note about Podcasting:

- You need to have a good microphone (blue yeti is recommended)
- You may have to hire an editor

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Guest Blogging and Podcasting

Do you want to reach more people by writing a guest blog or being interviewed on a podcast?

A few things to note about Guest Posting:

- Remember to ask yourself: Where is your ideal client spending their time online? What sites are they visiting, what kinds of articles are they reading?
- Once published, add guest posts to your site on a “featured in” page or down at the bottom in your footer.
- Podcast pitches should be personalized.

Other notes...

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Guest Blogging and Podcasting

Jot down some sites that you're interested in as well as what their contributor guidelines state and/or a link to their guidelines or submission forms.

A few sites to get you started:

- Huffington Post
- Elephant Journal
- MindBodyGreen
- DoYouYoga

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Additional Notes