

First Month Objectives

Publish your first ever blog post!
Learn how to write great introduction and conclusion paragraphs
Write a blog using comparison model

Continuous Objectives

Publish two blog posts per month (one every two weeks)
Write a blog using three bullet points (listicle) model
Write a blog using storytelling model
Developing and understanding your content strategy

How Meetings Work

Your coach will take notes on your discussions and progress on a shared Google Document

Each meeting starts with your coach providing feedback over the previous weeks writing assignment

Things you'll discuss:

- Writing objectives
- Structure and components
- Grammar and proofreading
- Alignment with strategy
- Publication
- Voice

During your sessions your coach may ask you

- to rewrite certain sentences or paragraphs, and provide direction for where to start
- questions relating to your passions and expertise in your market or industry (for future blogs)

The Result

Learn how to be a better writer
Consistency in your content strategy