



YOUR GUIDE TO BECOMING A

BOSS MOM BLOG CONTRIBUTOR

***PLUS TRAINING ON HOW TO WRITE AWESOME CONTENT**

**NURTURE
TO CONVERT™**
POWERED BY **BOSSMOM**
society

WELCOME

I am super-pumped to have you as a Boss Mom blog contributor! We are about to embark on a crazy-fun ride together – immersed in a community of supportive like-minded writers – building, growing, and scaling our businesses in a sustainable way.

Here are a few content marketing truths:

- Content marketing has been around far longer than the Internet.
- Content marketing is a long-term strategy that focuses on building and nurturing a strong relationship with your target audience by giving them high-quality content on a consistent basis.
- Content marketing is a top funnel strategy that attracts and continually brings in new leads to your simple sales funnel.

These are a few of our hopes for you as a contributor:

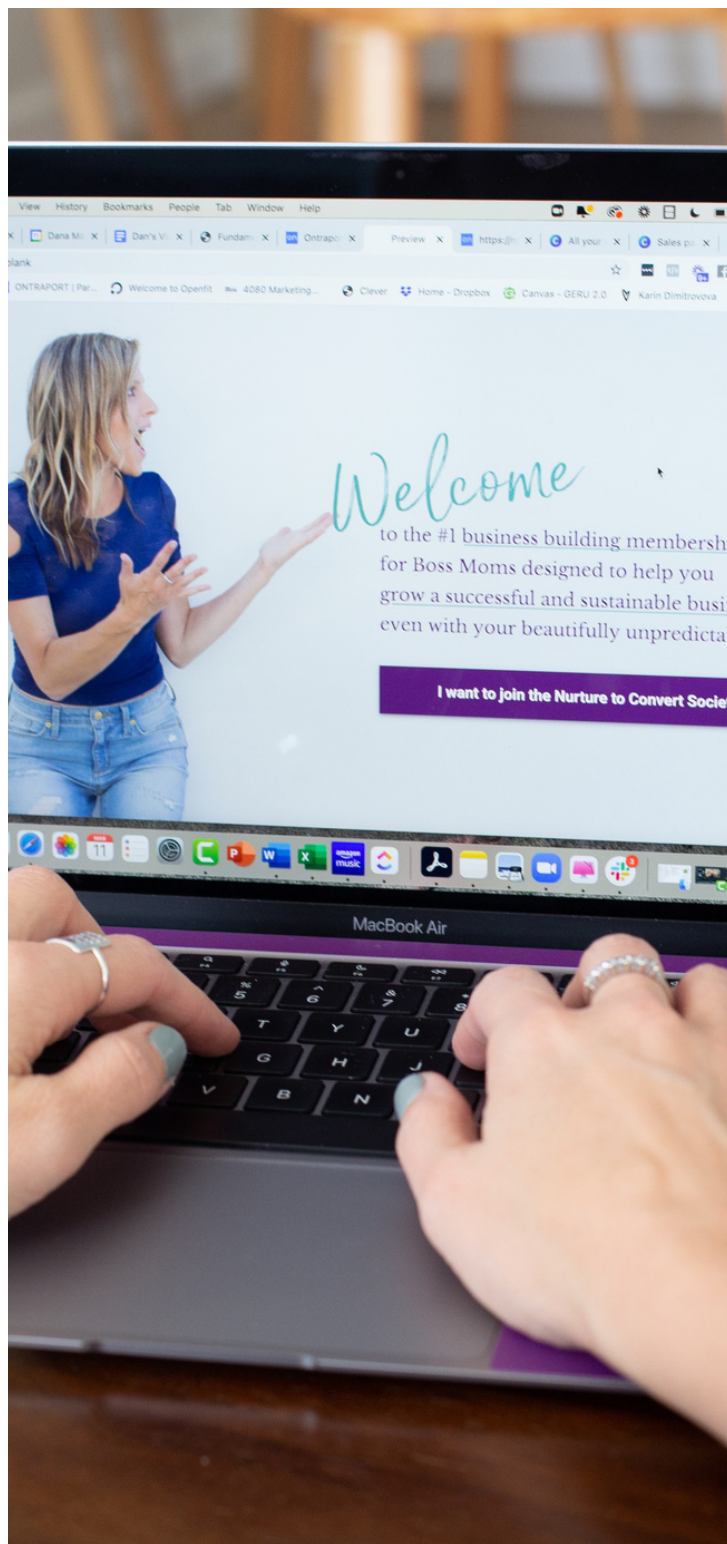
- You will develop stronger writing skills as a content writer.
- You will get more visibility and build authority for your expertise.
- You will be able to confidently support other NTCS members with their content.
- You will get more business from within our own NTCS community.

At Boss Mom, we love to shine a light on our awesome members doing amazing things.

This guest blogging certification grants you permission to stop doing too much and instead hyper-focus on one key area – Creating Content (and doing this in a really specific way).

Leveraging content creation within the Society will allow you to move your business forward simply and consistently. And yes, that's 100% possible, even if you feel like you don't have the time!

Now, on to how it works!



A purple cursive signature of Dana Malstaff.

Dana Malstaff
CEO & Founder of Boss Mom LLC

First we need to address a few things ...

This workbook is meant to help supplement the video lessons so make sure to have a listen before you start to work through the workbook on the next pages.

NOTE: You must complete this course and be an NTCS annual pass member (or higher) to qualify as a Boss Mom blog contributor.

READY TO CREATE EPIC BLOG CONTENT?

We are so excited that you want to potentially write content for the Boss Mom blog. This course will also help you write amazing content for your own site and other features that will get you noticed and bring in more organic traffic.

IMPORTANT NOTE: Writing blog posts is only one way to build authority. While we do suggest you write your pillar post content, you do not need to blog regularly to build authority. This course will show you how to write content that will continue to bring in traffic without having to always write new content.

COURSE LESSONS OVERVIEW

How To Choose Content Topics

How to Choose & Create Images

How to Perform Research

How to Edit Pinterest Pins

How to Perform SEO Research

Sample Blog Post Walkthrough

How to Outline, Draft and Edit

How To Submit Your Blog Post

How to Create Attractive Titles

Blog Content Requirements

In order to write amazing content, whether it's for your site or Boss Mom, you will want to walk through this checklist for each post. If you like pen and paper, then print out this page as many times as you need.

Ω

- ☐ Choose your blog topic
- ☐ Research keywords and keyphrases
- ☐ Post in NTCS FB Group for feedback
- ☐ Create a content outline
- ☐ Draft an in-depth blog post
- ☐ Ask at least 1 person to read it
- ☐ Edit & finalize your blog post
- ☐ Create blog post headline
- ☐ Create primary Pinterest pins
- ☐ Create additional images (optional)
- ☐ Enter content into Boss Mom site
- ☐ Submit final post for review
- ☐ Get notified when post will be published

NOTES & QUESTIONS

*Print this page.

We want to ensure that you write content that will attract traffic and help you get noticed. We have set requirements to help you create epic content that will stand the test of time. Print off this page and use it each time you write a post.

- ☐ At least 1,000 - 2,000 word count (can be longer if needed)
- ☐ Covers a topic that your target audience is actively searching for
- ☐ Easy to read (short paragraphs and bullet points)
- ☐ Includes keywords and keyphrases
- ☐ Includes links to your opt-in & in-line mentions to relevant content
- ☐ Includes 7 images, (infographics and/or Pinterest pins)
- ☐ Audio and/or video link if applicable
- ☐ Blog post title with a score of at least 80
- ☐ Yoast SEO approved meta description
- ☐ Content should be free of profanity, sexual language, political endorsement of a party or candidate, political commentary, op-ed commentary on controversial social and/or political issues, and derogatory or inflammatory language.

*Print this page.

BRAINSTORMING TOPICS

Before you can begin creating epic content that attracts new leads, you'll first have to brainstorm topics. We suggest writing down 5 potential topics. Keep in mind none of these topics have to be final, you can always come up with something better later, but getting started on something is key. Watch the topic brainstorm video and then write down 5 topic ideas from your brainstorming session.

GOOGLE SEARCH RESULTS

Write down 5 topics that you find from a google search.

- 1
- 2
- 3
- 4
- 5

USE KEYWORD & SEO SOFTWARE

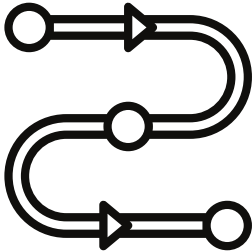
Search as many competitors as possible (using Ubersuggest) and write 5 extra topics to write about below.

- 1
- 2
- 3
- 4
- 5

**WRITE ALL YOUR TOPICS
BELOW HERE AND YOU'LL
HAVE A NICE ORGANIZED
LIST**

NEXT: ASK FOR FEEDBACK IN THE NTCS FB GROUP

HOW TO POST



How-to tutorials walk the reader step-by-step through solving a specific problem.

- Often include screen shots or images
- Can solve a high level problem (strategic) or a specific problem (tactical)
- Commonly covers using tools, products, processes, way of thinking

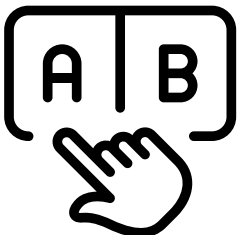
LIST/ TOP POST



The List post is an easy way to show your reader the top or best way to do something.

- Usually includes numbers
- Can solve a high-level problem (strategic) or a specific problem (tactical)
- Commonly covers best practices, best tips, or possible mistakes

COMPARISON POST



Comparison posts show a side-by-side comparison of two options to help them make a choice.

- Usually includes a comparison chart
- Should include your preference
- Commonly compares products, ideas, methods, or beliefs

All the training in this course is designed to help you easily flow through the content writing process. If you get stuck on what type of blog post you should write for your niche, ask for feedback in the NTCS Facebook group.

CREATING YOUR OUTLINE

Let's outline what will be included as well as a few needed extras to make sure you are all set when you start writing.

KEYWORD FOCUS:

SECONDARY/TERTIARY KEYWORDS

META DESCRIPTION

WHERE WILL THIS CONTENT LEAD?

(ie. opt-in? work with me page, etc)

POSSIBLE IN-LINE MENTIONS

(ie. other posts on your site, resources, opt-ins, etc)

WHAT DO YOU WANT THE READER TO BELIEVE?

INTRO (WHAT'S THE SET-UP)

TOP POINTS

IMAGE IDEAS

SOURCE/REFERENCE MATERIALS

You will receive an email inviting you to create a Wordpress login as a guest contributor



[Boss-Mom] Login Details Inbox x



WordPress wordpress@boss-mom.com [via](#) bossmom.kinstamailservice.com
to me ▾

Username: [nicolelavaca@gmail.com](#)

To set your password, visit the following address:

<https://boss-mom.com/wp-login.php?action=rp&key=BvqB6morzFelA6lUMT9kr8login-nicolelavaca014@gmail.com>

<https://boss-mom.com/wp-login.php>

Once you create your secure password, login into Wordpress.



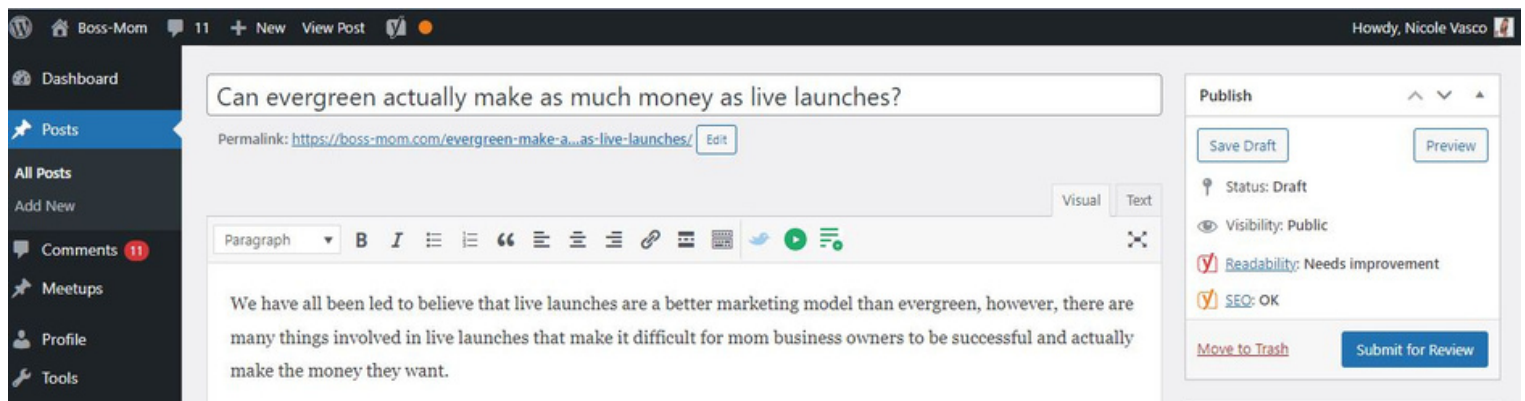
Wordpress can feel like a robust system and we know that it can take a minute to get to know how it all works...so here is a quick guide of how to get around when posting your blog content.

Posts -- Click post to add your new content

Headline and Body -- Add your headline and body content

YoastSEO -- SEO checklist

Publish -- Where you will submit your post for review



Click Posts to add new blog content.

Add your headline and blog content.

Save as a draft or submit for review.

Your checklist of what needs to be completed

