

CREATING A Business Blog

with *Dr. Erica Goodstone*

“Dear Erica, Thank you my dear you are generous. I have been asking on all the Wordpress forums and not getting the answer until I asked you. Thank you. I got it.”

Chipo Shambare, Relationship Coach

Attendees will learn how to:

- Choose a domain, hosting service and theme
- Create a banner that brands you
- Choose your Gravatar
- Get your blog functioning
- Create static pages
- Add great images to your blog
- Create powerful blog posts that convert into sales
- Bring targeted traffic to your blog
- Create an Opt In page with an irresistible offer
- Syndicate with social media
- Optimize your blog for SEO
- Develop loyal fans and followers
- Monetize the blog

To create a successful blog, you need to know your mission, vision and the goal for your business. Then write, or hire someone to write, a regular series of blogs to address various concerns of your specific audience. Provide value, information, and tips. Always include a call to action optin.

Attendees will receive a useful study guide and reference materials related to the seminar so they can easily review what they have learned, evaluate and develop a successful blog.



Former professor, Dr. Erica is a highly dedicated teacher, licensed and experienced relationship therapist, and an engaging speaker.

Author of books, ebooks, Kindle books, audios, videos, and member of a blogging tribe, Dr. Erica writes about creating loving relationships. She can help You create and optimize Your blog. Contact: Dr. Erica Goodstone, P.O. Box 1493 Deerfield Beach, FL 33443

<http://www.DrEricaGoodstone.com> (Ph) 954-649-5228

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