

Blog On: Welcome to the Course

Welcome to Blog On! I've put together this .pdf as an introduction to the course: hopefully it'll answer any questions you've got, but please do feel free to email me any time (ali@aliventures.com) if anything is unclear.

The Course Schedule

We're going to work through Blog On by tackling one module each week.

Monday 28th May – Sunday 3rd June

Module #1: What's Your Blog All About ... and Who's Reading?

Monday 4th June – Sunday 10th June

Module #2: Classic Blog Post Structure: How to Get it Right

Monday 11th June – Sunday 17th June

Module #3: Your Contact Page: Clear, Concise ... and Crucial

Monday 18th June – Sunday 24th June

Module #4: Writing a Great List Post that Readers Will Love

Monday 25th June – Sunday 1st July

Module #5: Your About Page: You, Your Blog ... and Your Readers

Monday 2nd July – Sunday 8th July

Module #6: Advanced Formatting: Quotes, Links and Subheadings

Monday 9th July – Sunday 15th July

Module #7: Blog Pages: Services, Products, and Recommendations

Monday 16th July – Sunday 22nd July

Module #8: Creating a Content Calendar Packed with Great Ideas

You can work through each module at your own pace, but I recommend tackling each one in the week it comes out, so you're at the same point as others in the group.

The Weekly Emails

Each week, you should receive two emails from me. Each will have **[Blog On]** at the start of the subject line and they'll come from ali@aliventures.com.

On Mondays, you'll get the module for the week. There'll be a quick introduction to this in the email itself, with a link to download the module .pdf.

On Fridays, I'll send you a quick reminder about that week's module. This will include the download link again, in case you've misplaced it. I'll also share any interesting news from members ... so feel free to send in your news by email or through the Facebook group.

Our Facebook Group: Blog On Spring 2018

So that we can get to know one another as a group, I've created a private Facebook group for us:

Blog On Spring 2018

facebook.com/groups/blogonspring2018

This is where you can introduce yourself to other members of the course, chat about blogging, and ask any questions you want. It's a private group: no one will see your posts except fellow bloggers taking the course alongside you.

I'll be popping into the Facebook group every day to answer any questions you've got.

Even if you don't want (or don't have the time) to use the Facebook group on a regular basis, I'd definitely encourage you to pop in once a week to "check in" once you've completed your assignment.

Which leads me on to ...

Your Assignments

All modules have a suggested assignment at the end, which will normally take one to two hours.

I strongly encourage you to have a go at the assignment each week, even if you're not able to finish it (e.g. if you don't have time to write a whole blog post, you could at least plan one or write a rough draft).

Once you've completed the assignment, or done as much as you can for that week, come over to our Facebook group and "check in" to let us know you've finished that module.

(If you prefer not to use Facebook, you're welcome to email me at ali@aliventures.com to "check in" instead: please put "Module #1 check in" etc in the subject line.)

To help you stick with the assignments, I've created ...

Your Reward Card

New for Blog On 2018, we have a "rewards card" system. Here's your initial rewards card:



As you can see, you start with two stamps on the reward card, just for joining the course. Each week that you check in on time, you get another stamp.

You'll receive your stamped reward card each Monday, as a reply to your "check in" on the Facebook topic, or as a reply to your email, if you checked in by email.

Every stamp you get gives you 5% off any of my online courses courses ... so if you fill all ten spaces, you get 50% off. ☺

(In case you're wondering, the next blogging-specific course I have planned is Successful Guest Posting [Blog On #2], coming in the autumn.)

To be eligible for your stamp for the week, you need to check in by the end of the Sunday – i.e. for the first week, you need to check in by the end of Sunday 3rd June.

Getting the Most Out of Blog On

While I hope I've designed Blog On so that it's helpful even if you don't have much time, the more you put into the course, the more you'll get out of it!

To help you make the most of Blog On, I suggest that you:

#1: Set aside a regular time to read through the modules. They come out on a Monday, so you might want to read through on a Monday evening, during your Tuesday lunch break, or whatever works well for you.

Remember, you can download the module .pdf as often as you like, to as many devices as you like – so if you want to read half the module on your phone, half on your tablet, then tackle the assignment at your computer, that's fine.

#2: Find at least an hour a week to work on your assignment. Every week, you'll be making real progress with your blog: writing a post, creating or updating a page, filling in a content calendar, and so on. The assignments should normally take between one and two hours *(maybe less if you tend to write very short posts and more if you write really long posts)*.

#3: Ask questions in the Facebook group. Throughout the course, I'm here to support you. If you have *any* blogging or writing related question, bring it to the group – chances are, you're not the only person who's struggling with it, and I'll be glad to help. Plus, other members may have their own ideas and solutions to share with you.

#4: Don't aim for perfection. Blog On is all about making progress. It doesn't matter much if your Contact form looks a bit funny (Module #2) or you can't quite get to grips with blockquote formatting (Module #6) or you only have half your content calendar filled (Module #8) ... it's far better to do *something* than *nothing*.

You can always go back and update a page or post at a later stage, so don't worry about getting every single detail right the first time around.

#5: Support fellow course members. When other members check-in with links to their completed posts, take a look at any that interest you ... and leave a comment on their blog. You might even want to share their posts on Facebook or Twitter.

The more you help others, the more they'll want to help you in return (and you might form some great new blogging friendships).

#6: Take a look at the further reading too. Every module comes with suggested further reading – links to blog posts that tie into the topics covered in that module. If you can find an extra ten minutes, go through some of these resources too ... you may find they give you a new idea or explain something in a helpful way.

Finally ... I am very much looking forward to getting to know you, and to seeing what you're blogging about. Come on over to the Facebook group now and introduce yourself here:

[facebook.com/groups/blogonspring2018/permalink/214650019313851](https://www.facebook.com/groups/blogonspring2018/permalink/214650019313851)