Effective blogging

Anne makes your words work.

Training courses
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Effective blogging

What makes a blog irresistible? How do you write a blog post that appeals to your readers, attracts new visitors and encourages interaction? And where can you find worthwhile content for your blog? You'll learn all this and more in our one-day workshop on Effective blogging. Knowledge, inspiration and practical tips: it'll all be yours in a single day.

What will you learn?
Effective blogging is a short, practical blog workshop that will teach you how to write provocative blog posts for your own business or for a corporate blog. You'll get plenty of hands-on practice during the workshop.

Programme:
• Why blog? Who are you writing for, and what do you want to achieve?
• Subject, perspective and audience: how do you devise content that people want to read?
• How does a blog work? Giving your blog an effective structure
• Getting started: the power of a title and intro
• Writing to ensure search engines index your blog (SEO)
• What is powerful content?
• From bullet points to reports: formats for your blog
• Style toolbox: how do you write vivid, personal and original posts?
• Learning by doing
• Checklist for catchy blogs

You'll work on your own blog post during the workshop. We'll provide you with some theoretical background, and you'll make use of inspiring best practices as you polish your own text. You'll marvel as your blog goes from ugly duckling to magnificent swan in the course of the day! You'll discover the do's and don'ts of corporate blogging for yourself.

Who is it for?
For anyone who writes a blog or wants to start writing one: from full editorial teams for corporate blogs, to self-employed individuals. Some experience with blogging will be advantageous, but is not required to join in the workshop. We focus on blogs for business purposes.

Dates & location
The workshop can be taken in-company or as individual lessons for one or two people. The dates and location will be decided in consultation with you.

Fees
The exact cost for a private or in-company workshop will depend on your specific needs and the size of the group. Would you like to know more? Just call us on 020 - 598 64 20. We will be happy to make an appointment with you for a free consultation without any obligation.