

# Blogging for Beginners (Business or Personal)



## Computer Smart TRAINING CENTRE

**Learning Outcomes:** This half- day, hands on blogging workshop, will demonstrate how to build your own blog from scratch. You will be shown how to create your own blog using WordPress; how to create powerful content for your blog, and given the means to make money with it once it is operational.

### Designed For:

- 💡 Anyone who would like to blog about any topic. You don't need any writing or blogging experience, just an idea. The course is targeted at the complete beginner.
- 💡 Small or large businesses that have a website but have not utilised their blog and want to add value and grow the business.
- 💡 Any person who enjoys communicating via the internet and would like to write about their hobby, interest or passion.
- 💡 Anyone who has an idea for a blog / topic and would like to make money out of it.

### Why should you blog:

- 💡 **Business** – By building a business blog, you are keeping one step ahead of your competitors. You are engaging your customers on a personal level and keeping them informed so that they have the opportunity to come back!
- 💡 **Personal** – Perhaps you are on a mission – lose weight; beat cancer; get people active; learn computers or earn extra funds or income. By sharing your journey with your readers or the community, you have a chance to be known to the world and earn money doing what you love.
- 💡 **Social Good** – You have a message that you want to get out to the world. You have a voice that needs to be heard. And what a way to do it. A blog about a big social issue (e.g. Bullying) has the potential to reach millions of people worldwide.

### Potential Blogging Topics:

- 💡 Your life, family, struggles, personal goals, your career, food, holidays, adventures, parenting, fitness, hobbies or gardening.
- 💡 Your business, money making strategies, technology, gadgets, photography, real estate.
- 💡 Personal development, aged care, retirement, travel for singles, overcoming depression, relationships.

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## Prerequisites:

- ✦ It is preferred that you have some Windows/ Mac computer experience and reasonable mouse or trackpad skills. It is also beneficial to have a general understanding of the internet and how to browse the web.
- ✦ You do not need an existing blog. As a beginner, you will be building your blog from scratch. However, it is ideal if you have an idea or concept for your blog.
- ✦ If you have a business or personal website, please bring your login details to get you blogging on the day.

## Content:

- Blogging Basics
- Choosing your niche
- Types of blogs and what is best for you
- Organising your ideas
- Cyber bullies and the means to deal with them
- WordPress and why you should use this platform
- Basic blog design – colours, opt ins, sidebar, pages, F Pattern
- Subscriptions and why you need subscribers
- Creating powerful blogs
- Adding images
- Best blogging headlines
- Make money from your blog
- Strategies to build your blogging community
- Linking your blog to Social Media