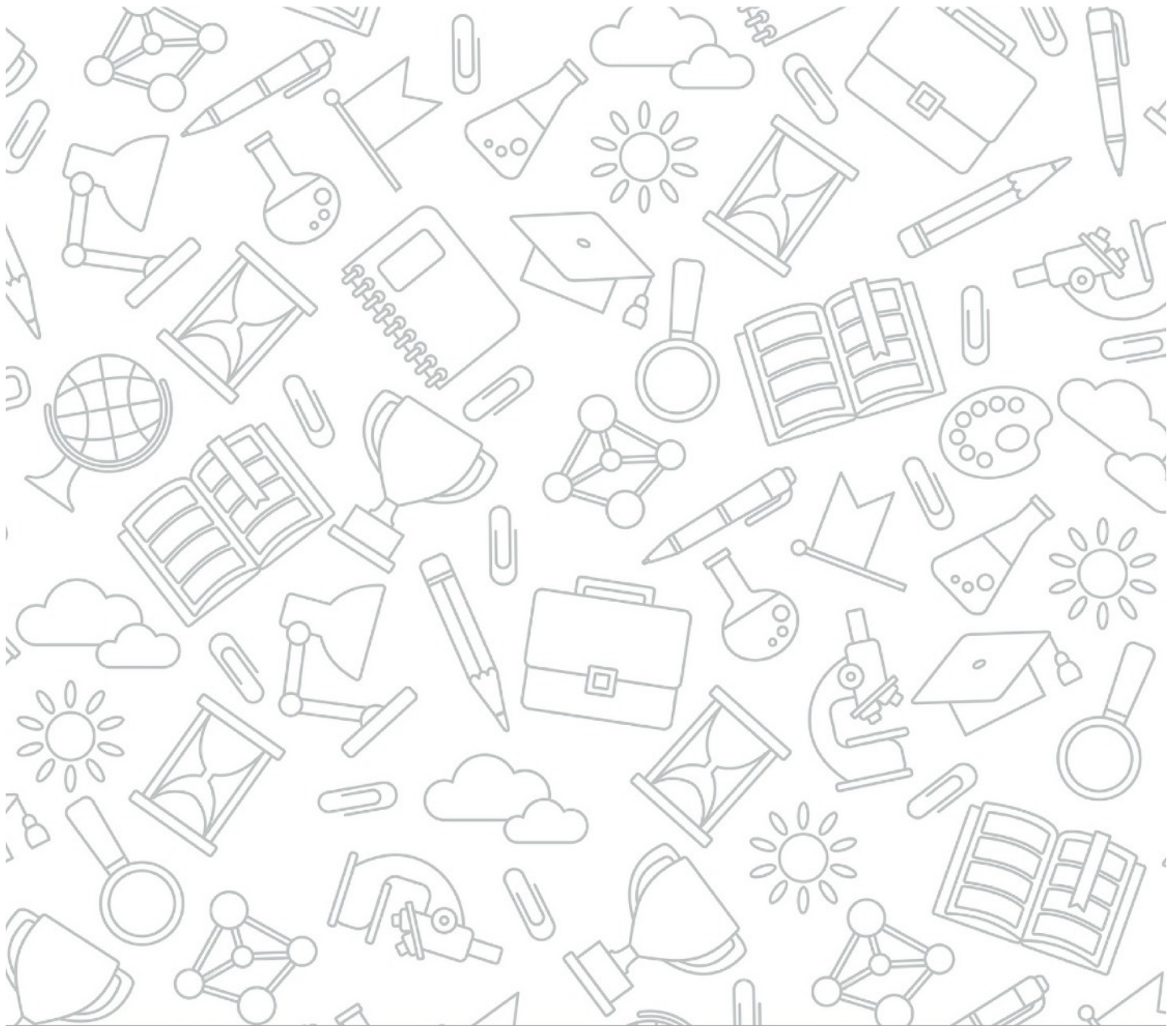


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SCHOOL BLOG SCHOOL OVERVIEW

SIX-WEEK, GUIDED ONLINE PROGRAM
FOR SCHOOL MARKETERS

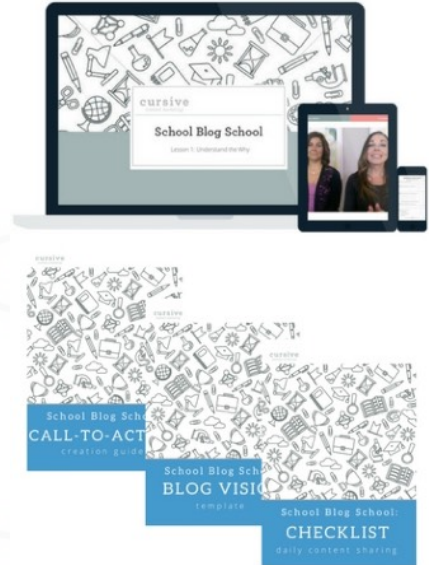
WELCOME TO SCHOOL BLOG SCHOOL

Want to create a blog for your school, but have no idea where to begin?

Begin here. [School Blog School](#) is a six-week guided program that will help you develop the strategy and story you need to create a successful school blog.

WHAT YOU GET

- **Weekly video/slideshow lessons**, with actionable items for you to complete to create & launch your school blog strategy.
- **Weekly live Q&A sessions** with Cursive Content Marketing, to answer your questions and help you work through the coursework.
- **Worksheets, templates and resources galore!** We're giving away all of our blog post writing and publishing secrets.
- Two AMAZING bonus lessons (for early enrollers!) that will teach you the **technical side of how to build your blog** and support your content with **easy, consistent imagery**.



WHAT YOU CREATE

You will end the six-week program with a full blog strategy and structure, a defined blog audience, a blog vision, an understanding of competitor publications, an editorial calendar, actual blog post content, ideas for lead generation and gated content, and much more.

School Blog School students will create clear, streamlined school blog strategies that will set your story up for your success.



FULL SCHOOL BLOG STRATEGY & STRUCTURE



EDITORIAL CALENDAR & BLOG CONTENT



AUDIENCE PERSONA & COMPETITIVE ANALYSIS



LEAD GENERATION & GATED CONTENT

[Click here to enroll in School Blog School](#)

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WELCOME TO SCHOOL BLOG SCHOOL

SCHOOL BLOG SCHOOL BEGINS MARCH 6, 2017. WEEKLY LESSONS INCLUDE:

WEEK #1: Define Your Strategy

Develop and document the big-picture purpose driving your school's blog and content development efforts.

- Define your blog's goals and objectives
- Develop an audience persona
- Brainstorm overarching content themes/pillars

Bonus download:

- Audience persona fillable template

WEEK #2: Set the Tone (& Vision)

Create the components of your blog's personality, and help set your story apart from your competitors' content.

- Complete a competitive analysis
- Write your blog's vision statement and tone

Bonus downloads:

- Vision & tone template
- Competitive analysis worksheet
- Inspirational examples mini book

WEEK #3: Build Your Foundation

Outline the technical structure of your school's blog, and define all of the content and marketing elements.

- Creating your blog structure: name, pages, categories, sidebar areas, etc.
- Developing a manageable editorial calendar
- Defining calls-to-action and follow-through processes

Bonus downloads:

- Editorial calendar template
- Calls-to-action guide

WELCOME TO SCHOOL BLOG SCHOOL

SCHOOL BLOG SCHOOL WEEKLY LESSONS, CONTINUED:

WEEK #4: Write Your Story

Understand the elements of strong online content and how to turn your school story into content marketing.

- Learn how to perform topic/keyword research
- Blog post writing techniques & best practices
- How to create outlines for actual blog posts

Bonus downloads:

- Topic/keyword research worksheet
- Made-for-you templates in various formats (story, curated, list, longform, etc.)
- Headline template & resources
- Content schedule template

WEEK #5: Build Your List

Create content that converts by learning techniques that make your audience take the next step.

- Gated content and opt-ins
- Lead generation opportunities
- Email marketing strategies

Bonus downloads:

- Gated content idea guide
- Benchmarks & measurement worksheet
- Metrics resources

WEEK #6: Promote Your Content

Go behind content development and develop a plan for getting your story in front of your audience.

- Social sharing strategies
- Tactics for repurposing content

Bonus downloads:

- Daily & weekly content sharing checklists
- Social media automation resources

WELCOME TO SCHOOL BLOG SCHOOL

BONUS LESSON

Support With Visuals

The online world is an increasingly visual one — so it's critical that you support your amazing blog content with equally amazing images. This bonus lesson will cover:

- A review of online photo editors Canva & PicMonkey
- How to create easy, consistent graphic templates
- Free imagery resources
- How to create "Click-to-Tweet" graphics

Bonus download:

- Social media image size guide

LIMITED-TIME BONUS: TECH MINI COURSE

"HOW TO SET UP YOUR WORDPRESS BLOG" with Katie Williamsen

This bonus is only included if you join before Wednesday, 2/22/17 at 11:59 PST!

Not a "tech" person? Current website doesn't offer the blogging capabilities you need? In this on-demand mini course, website expert and education industry veteran Katie Williamsen will teach you exactly how to build and run your blog efficiently.

This mini course will 5 on-demand lessons:

- **Lesson 1:** An introduction to WordPress.org features and benefits
- **Lesson 2:** How to purchase a domain name and hosting
- **Lesson 3:** How to install WordPress.org and your chosen blog theme
- **Lesson 4:** An in-depth WordPress setup tutorial
- **Lesson 5:** WordPress maintenance best practices

Bonus downloads:

- Blog tech guide, featuring hosting, themes, plugins and other resources
- Blog workflow document
- Monthly WordPress maintenance checklist

PLUS! You'll get a 30-minute, one-on-one tech help session with Katie via phone or Skype.

WELCOME TO SCHOOL BLOG SCHOOL

IS SCHOOL BLOG SCHOOL RIGHT FOR YOU?

If you can answer YES to any of these statements, you'll find immense value in this six-week program.

1. You're responsible for telling your school's story — but you're not sure where to begin.
2. You're about to start a school blog — and you haven't set your strategy.
3. You already have a school blog — but it's not getting you the results you desire.
4. You don't have the budget to hire an agency to create and maintain your blog — but you don't want your blog to appear unprofessional.
5. You want to have a system in place for ongoing content development (and promotion!) that is realistic and measurable.

MEET YOUR BLOG COACHES

School Blog School comes to you courtesy of Cursive Content Marketing, which helps school marketers create and share stories your audiences will love.

Your content coaches are Cursive owner **Emily Cretella** and content marketer **Stacy Firth**. We've been developing blog and content marketing strategies together for nearly 15 years, and we've combined all of our experience to help you craft — and act upon — your own school blog strategy.

ENROLL IN SCHOOL BLOG SCHOOL TODAY!

"With your help, we have now increased enrollment more than 50% and the inquiries are arriving faster than we can respond to them." — school blog strategy client

- Six weeks of video/slideshow lessons
- Weekly live Q&A sessions with Cursive Content Marketing
- Worksheets, templates and resources galore!
- BONUS tech mini course & one-on-one consulting from Katie Williamsen

JOIN NOW FOR \$597 (ONE-TIME FEE, LIFETIME ACCESS!)