



FREE

7-Day Blog Course

From Newbie to Confident Blogger

www.workathomediva.com

Day 1: Define your niche & Purpose

What excites you: List your interests

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Who's your ideal audience? Describe

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What problems can you solve:

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Day 2: Pick a Name & *Get Hosting*

Brainstorm: List potential blog names

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Check domain availability write your options

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Hosting details: Pick your plan and provider

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Day 3: Set up & *Style Your Blog*

Pick your theme: (List 3-4 options)

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Choose your brand colors/fonts

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Sketch your homepage layout

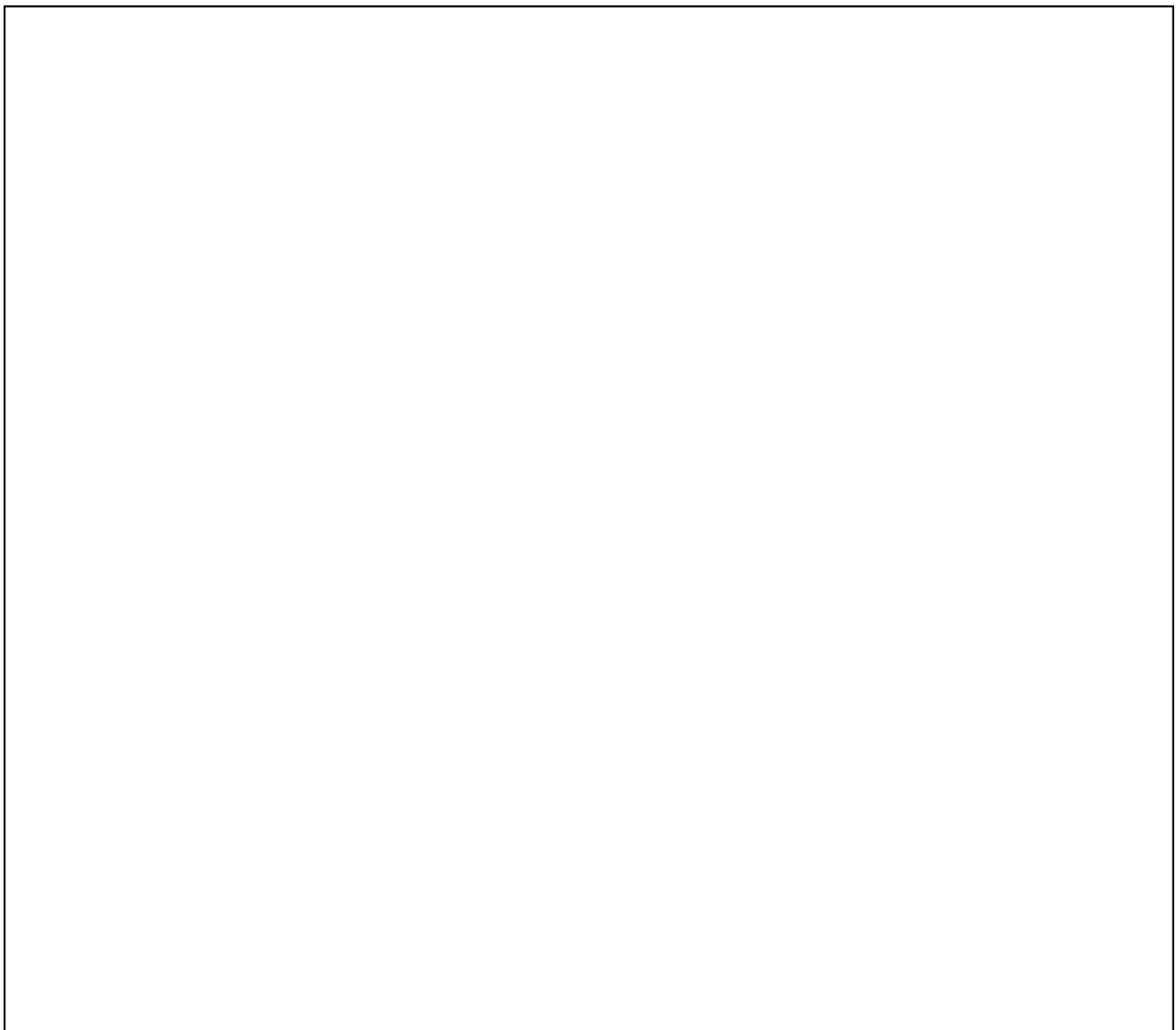
Continued Below



Day 3: Set up & *Style Your Blog*

Sketch your homepage layout

Add menus, side bars, header & footer etc.

A large, empty rectangular box with a thin black border, intended for sketching the homepage layout. The box is positioned centrally below the text instructions. The background of the entire page features a teal header, a white main content area, and decorative elements on the left and right edges including green foliage, a keyboard, and a notebook with gold dots.

Day 4: Creating all *Essential Pages*

Draft your About Me: Add key points

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List 3 things to include on: Your Contact Page

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What freebies/lead magnets to offer?

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Day 5: Creating your first *Blog Post*

Choose your first blog post topic

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Create an outline Intro, headings, conclusion

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Don't forget about Keywords

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Day 6: Set up *Email Marketing*

What lead magnet/freebie will you use?

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Write a welcome email subject line

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Draft your first 4 email ideas

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Day 7: Launch & Promote

Which platforms will you promote on?

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Draft your launch announcement

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Who will you share your blog with?

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Bonus Page: *Extras & Explanations*

Domain Check Tip:

- Use Bluehost's domain search.
- Type your blog name idea (e.g., mycoffeeblog.com). If it's taken, Bluehost suggests alternatives (like .net, .org or .com). Pick the best fit.

Hosting Tip:

- A basic Bluehost plan is enough for new bloggers.
- You can always upgrade later.

Homepage Sketch Tip:

- Don't overthink it! Boxes for a header, blog post area, sidebar, and footer is enough.

Freebie Ideas:

- PDF guide, checklist, mini-course, printable.

Launch Ideas:

- Announce on social media, email friends, ask in Facebook groups, share with family.