

Meta4
Coaching for positive change

The 1st thing to do, before anything else at all, is to think about what challenges or problems your ideal client encounters; what searches are they typing into Google? Jot down at least 12 problems they have; for example as a beautician, your ideal clients problem might be - How do I get clear skin? So, your blog posts need to answer this issue: '5 ways in which to get your skin clear' 'Best Tips for Clear Skin'

Increase your SEO (Search Engine Optimisation)

Share your knowledge

Upload & Share

Time to put your blog post on your website and get it out across your social media channels!

