



TRAINING EVENT: Gold Coast

Friday 14th and Saturday 15th August

RACV Royal Pines Resort, Gold Coast

Workbook

Getting the most out of #pbevent!

Contents

Why use this workbook?.....	3
3 steps to make the ProBlogger Training Event worth your investment:.....	3
Before ProBlogger Training Event action – 30 minutes	4
SWOT analysis results	6
After ProBlogger Training Event action – 15 minutes.....	7
Taking action	8
About the sessions.....	9
Session descriptions - Day 1	10
Session descriptions - Day 2	19

Why use this workbook?

The ProBlogger Training Event has been designed to help bloggers who want to build profitable and sustainable blogs. The event will look at a variety of models for doing this and our emphasis is upon giving practical training that bloggers can go away and implement straight away.

We want you to benefit from this training. It is great to sit in the sessions, learn, be inspired and motivated, but unless we take action nothing is going to happen. And we have all been there. You attend a conference and leave with 101 ideas on what you would like to do with your blog. A couple of days after the conference you look at your notes and don't know where to start.

Make the ProBlogger Training Event different! To get the most out of the event, spend time on this workbook before you come along and use it through out the event, to help keep you focused on the activities that will take your blog in the direction you want it to go.

3 steps to make the ProBlogger Training Event worth your investment:

1. Print out this workbook and do your homework before you come.
2. Bring the workbook with you to the event and do the homework at the end of each day.
3. At the end of the event, decide on one action you can take and complete within 24 hours of leaving the event. There will be something you can do straight away that will have a positive impact on your blog. Do it! Track it! Build on momentum from small wins and keep going.

And don't forget to share it with us by letting us know using the #pbevent hashtag and tagging us at @ProBloggerevent on twitter or sharing on the event facebook group <https://www.facebook.com/groups/PBEVENT/> we would to celebrate your progress.

Before ProBlogger Training Event action – 30 minutes

You will get the most out of the event if you understand where your blog is at before you come. This doesn't have to take a long time to do and a quick SWOT analysis (15 – 30 minutes) can help you determine what sessions will be most relevant for you to attend.

A SWOT analysis is a strategic tool that has been used for many years in business (and many other fields) to look at the Strengths, Weaknesses, Opportunities and Threats that that business might have or be facing. Below we go through the steps you will need to take for the SWOT analysis and then there is space for you to document your results. As you will see you don't need details answers, one or two lines will be enough.

1. Define Your Mission and Goals

Before you carry out your SWOT it's important that you know what your blog's goals are (otherwise the exercise is a little pointless as you've got nothing to review your site based upon).

2. List Your Blog's Strengths

What attributes does your blog have that will help you to achieve your blog's goals? What does your blog have going for it? What are you good at as a blogger? What resources and assets do you have at your disposal? What do you do better than anyone else?

3. List Your Blog's Weaknesses

What attributes does your blog that are holding you back from achieving it's goals? What skills do you not have as a blogger? What is 'broken' on your blog or in your workflow? What could or should you improve about your blog? What should you probably avoid in your blogging? What is distracting you from your goals?

4. List Your Blog's Opportunities

What external things could/are helping you achieve your blog's goals? What trends are there in your blog's niche that you could explore on your blog? What tools and technologies could you use to improve your blog?

5. List Your Blog's Threats

What external things could or area hindering you achieving your blog's goals? What are other blogs in your niche doing that could be hindrance to your own blog's growth?

note – Think of Strengths and Weaknesses as internal factors while Opportunities and Threats are external factors.

6. Analyze Your Reflections and Generate Strategies

Take some time out to work out what you can do with your findings. How can you utilize your Strengths? How can you bring your Weaknesses to an end? How can you make the most of your Opportunities? How can you fend off the Threats?

7. Plan to attend sessions that will help you act on your analysis

Read through the session descriptions at the end of this workbook and highlight sessions that are "must see" for you. You don't have to plan out every single session, but if your analysis tells you that you need to turn your content into a course for example, then make sure you attend the session on creating an online course.

This of course is just your plan and you can always change your mind, but thinking about what sessions will be most relevant to you before you attend will mean you can make the most of the experts we have on hand. We will be recording sessions at the event so you never truly have to miss out either, as you can listen to them once back home.

SWOT analysis results

Blog mission and goals
Blog's Strengths
Blog's Weaknesses
Blog's Opportunities
Blog's Threats
Reflections and Strategies
Sessions which will help you to achieve your goals

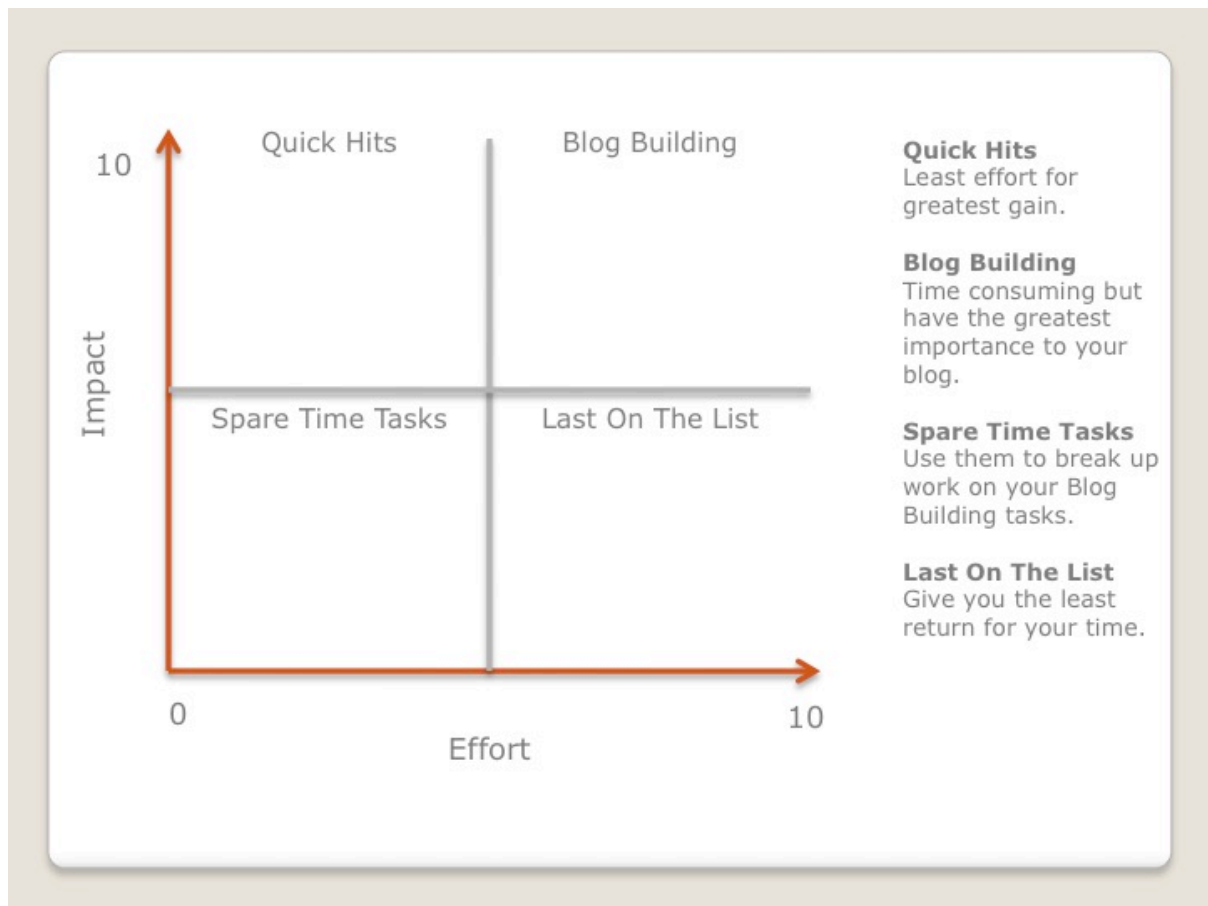
After ProBlogger Training Event action – 15 minutes

Hopefully you will reach the end of day 2 with your head swimming with ideas on how you can grow your blog. While this is great, it can be overwhelming once you get back home and back to reality

Before you leave the event each day spend 15 minutes to create a plan of action. Go through your notes from the sessions and list the actions you want to take on your blog in the table below. Then rank them in terms of the impact they will have on your blog and the effort they will require from you to complete.

Blogging Activity		Impact (0 - 10)	Effort (0 - 10)
		0 = No impact on blog 10 = Maximum impact on blog	0 = No effort required 10 = Maximum effort required
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Sketch these rankings on to the Blog Priority Matrix and you have instantly prioritised your action plan.



Taking action

You now know what you need to do and it is time to take action. There are four categories of tasks for you to complete:

- **Quick Hits** - Least effort for greatest gain.
- **Blog Building** - Time consuming but have the greatest importance to your blog.
- **Spare Time Tasks** - Use them to break up work on your Blog Building tasks.
- **Last On The List** - Give you the least return for your time.

To get some quick wins and sustain your motivation to act, allocate even 15 minutes a day for the first few days to the quick hits when you get back. Then start on your blog building tasks. Block out time in your blogging schedule even if again it is only 15 minutes, if you don't plan it, it won't happen.

Track your progress as you go and share your success with us on social media using the #pbevent hashtag. We cannot wait to hear your success stories.

About the sessions

Everyone is welcome to attend the variety of sessions at the event. We have targeted them where possible at a stage of blogging so they may be more useful to you.

Foundations

Bloggers starting out quickly discover that there's a lot more to this medium than just setting up a blog and quickly slapping up a post or two. Your first post is just the beginning and you're then faced with the tasks of finding readers, coming up with more post ideas, using social media to market your posts and then considering monetisation strategies for your blog.

The foundation sessions are aimed to take you step by step through these tasks. These sessions are not just for newbies either. Delivered by blogging experts who will not only share with you the theory of what you need to do, but inspire you with their blogging success stories and share some of the best tactics they have learned along the way.

Advanced

The advanced sessions are aimed at those bloggers who have been blogging for a little while and want to harness the power of blogging to turn it into a paying job they love. These sessions assume a solid base knowledge of blogging and have a core focus on monetisation.

Boot camps

After last year's event we found that two groups of attendees needed some more attention at the event and we will be running two boot camps to deliver targeted teaching to them:

- Beginning bloggers – those who are yet to or who have just started a blog
- Small business bloggers – those attendees who have a product or service business and are trying to use their blog to grow their business.

Session descriptions - Day 1

How to Grow Your Online Following Through Engagement, List-Building and Word-of-Mouth

Time: 09:35 - 10:35

Schedule link: <http://sched.co/3Xi8>

Speaker: Jadah Sellner

Stream: Plenary

Description: Ready to quickly attract your tribe of true fans and followers and turn them into dedicated email subscribers and dream customers? Go behind the scenes of how Jadah went from broke to book deal and built a hyper-connected, community-driven business reaching millions of brand ambassadors in just a few short years. Learn the essential community building strategies needed to grow your online business with a step-by-step action plan to fuel your passion that makes a difference and makes a profit.

- Learn the four essentials of building an online community that are working right now for bloggers ready to monetize their website
- You'll learn list-building strategies to quickly attract your tribe of true fans and followers and turn them into dedicated email subscribers and dream customers
- You'll walk away with the #1 question you need to ask your community if you want to create profitable products and services that change lives
- Learn about the best tips and tools, along with real-life examples on what's working right now on social media
- Learn the power of strategic, authentic marketing that get raving fans and dream customers to spread the word about your business through action-based, result-oriented and community-focused challenges and opt-in offers

Pinterest Marketing 101: the three elements of the perfect pin

Time: 11:10am

Schedule link: <http://sched.co/3ZaR>

Speaker: Ruth Soukup

Stream: Foundations

Description: Pinterest is without a doubt the most powerful platform-building tool that the blog world has ever seen, and it is completely free to use! Learn how to vastly expand your reach and drive viral traffic to your blog even if your current audience is very small. In this session you will learn:

- Why Pinterest is such a powerful tool, especially for women bloggers, and what it can do for your blog.
- The surprising secret to what type of content drives the most traffic and the 3 essential elements of a perfect pin.
- The three most important things you can do to improve your Pinterest page right now.
- How to use collaborative boards to dramatically expand your reach.

Metrics that Matter: Google Analytics for Actionable Insights

Time: 11:10am

Schedule link: <http://sched.co/3ZYm>

Speaker: Benjamin Mangold

Stream: Advanced

Description: Join Benjamin as he shows you how to apply Google Analytics without getting overwhelmed by reports. Learn practical techniques you can apply to your own Google Analytics data to improve and optimise your blog. This session will focus on the most important data you can use and is suitable for Google Analytics beginners, through to pros looking for new ideas.

- How you can leverage Google Analytics for your blog
- Understand what's working and not working on your blog
- Techniques you can apply to improve your blog
- Using data for organic optimisation and content creation
- Additional tools that you can use to compliment Google Analytics

Blogging for beginners' bootcamp with Clare Hillier

Time: 11:10am

Schedule link: <http://sched.co/3Zua>

Speaker: Clare Hillier

Stream: Foundations

Description: You've built your blog and hit publish on a bunch of posts. Now what? Drawing on six years of blogging hits and misses, Clare will help you step up your blogging game with simple tips and insights that are instantly actionable and that get results.

Learn:

- How to create killer content
- How to build your tribe and create a community
- How to blog like you mean business and lay the foundations for working with brands
- How to get the jump on email marketing
- How to do social media right
- How to work smart so blogging doesn't become a slog

Using Email Autoresponders to Grow Your Revenue

Time: 12:10pm

Schedule link: <http://sched.co/3Zue>

Speaker: Alita Harvey-Rodriguez

Stream: Advanced

Description: It's no secret why email is a hot topic on every bloggers list. The return is huge for any business using it properly. In this must attend session Alita is going to reveal the exact autoresponder strategies that have helped bloggers increase revenue by 403% in just 30 days. You'll leave with a deep understanding of the power of autoresponders. Alita loves this subject and will give you more than you expect. It's important to her that you leave with the exact 'how to' guide to implement a profitable auto responder strategy into your blog immediately.

Learn:

- What are they and why you need them
- How to build an engaging auto responder series
- How to leverage specific content to build trust and value
- 7 Ways to use email to increase revenue for bloggers
- Once Implemented, how to identify where you can optimise autoresponder results
- How to split test correctly, most people do it wrong!
- Hot tips and tricks to improving auto responder open & click rates

Aussie Blogger Showcase

Time: 12:10pm

Schedule link: <http://sched.co/3ZuJ>

Moderator: Emma Stirling. **Bloggers:** Loren Bartley, Caro Ryan, Michelle Thompson-Laing and Kate Toon

Stream: Foundations

Description: One of the things we try to do each year at the ProBlogger event is shine a spotlight on Aussie bloggers. We know there is amazing knowledge in the ProBlogger Community and extraordinary stories of success by bloggers with audiences large and small doing their own thing, in their own way.

In our Aussie blogger showcase, four Aussie bloggers will have the chance to talk for ten minutes to share a secret of their success.

ProPodcasting Strategy – Loren Bartley

After attending the session from Pat Flynn and Chris Ducker's on How To Launch A Podcast at #PBEvent14, Loren Bartley partnered with Fiona Redding to create and launch #BusinessAddicts The Podcast.

The podcast has gone on to smash all goals, including:

- Making it into New and Noteworthy in iTunes within 24hrs.
- Making it to No.1 in Business – Management and Marketing on iTunes
- Having 65 fellow #BusinessAddicts attend the first LIVE event within 3 months of launching the podcast, and
- Skyrocketing the profile and businesses of the co-hosts

This session will step you through how this was achieved, providing strategies, tips and tools required to achieve this level of success including:

- Developing a concept for a podcast
- Launching a podcast
- Developing a community around your podcast
- Monetising your podcast

Smash Your Barriers to Video aka How to do Video... like a boss! – Caro Ryan

We all know video is now more important than ever in blogging, but for many bloggers it all seems just too hard – “I don't have a good camera.” “I don't know how to edit” and “I hate seeing myself on camera” are just some of the excuses we give.

But what if it wasn't that hard? What if we could shoot, edit and upload a video all from our iPhone? Caro Ryan will show you it can be that easy. Drawing on her background as a producer and now, enthusiastic blogger and YouTuber since 2011, Caro will address the main barriers to creating video and counter it with simple, no-nonsense, relevant come-backs, designed to take the mystery out of it and show you that you CAN do it... today... and it doesn't have to cost the earth.

How to grow your newsletter list and why you should want to. - Michelle Thompson-Laing

Whether you are a new blogger wondering if it's worth setting up a newsletter list, or an established blogger wanting to grow your list, Michelle's session on newsletter list growth will inspire and equip you. Michelle will share how she grew her newsletter subscribers from zero to over 10,000 within six months of launching her blog, and how you can do it too.

1. Why newsletter subscribers are valuable (even more so than social media!)
2. How to grow your email list without heaps of traffic or a big following.
3. How to motivate readers to sign up to your newsletter.
4. How partnering with other businesses and bloggers can help you grow your email list.
5. What to do with your newsletter subscribers once you have them.

The Confident Blogger's Guide to SEO – Kate Toon

Let's be honest: SEO can be giant pain in the bum. Not only is it stuffed full of technical gobbledegook, it also changes every five minutes. And the so-called SEO experts never seem to agree on how it should be done.

But SEO doesn't have to be a boring chore. It can be fun, exciting, and more satisfying than a back rub from Ryan Gosling.

Kate will walk you through seven simple SEO tactics that could make a huge difference to your blog ranking and traffic. With zero jargon, a host of labour-saving tools and easy-peasy tweaks even your mum could manage, she'll have you sizzling your SEO sausage in no time.

And no, this isn't the same fluffy advice you've read on every other SEO website. Her tried and tested ideas have helped Kate squish her competition and rank as the number one website for just about every copywriting-related phrase you can think of.

In this short presentation, you'll learn to love Google, start climbing the rankings ladder, and find the confidence to manage your own SEO. Expect to understand:

- Why confidence is everything when it comes to SEO
- The three most important technical SEO fixes for your website
- Why you never need to research keywords again
- How to write SEO-friendly copy in 60 seconds (ish)
- The power behind the content king's throne

Blogging for beginners bootcamp (Case Studies)

Time: 12:10pm

Schedule link: <http://sched.co/3ZaP>

Moderator: Clare Hillier. Bloggers: Sonia Bavistock and Melissa Histon

Stream: Foundations

Description: Are you yet to start a blog or are in the very early days of blogging? Then the blogging for beginners bootcamp is for you. The bootcamp will be comprised of two sessions specifically designed for those of you who are new to blogging.

The [first session](#) with Clare Hillier will cover the foundations – blog set up and structure, niches, content and a brief look at SEO.

This second session is case study based with new Aussie bloggers Sonia and Melissa sharing the steps they took to get their blog off the ground and on the path to success. Blogging is not always smooth sailing though, so they will also share the challenges and obstacles they faced and how they overcame them.

From Blog to Business - The Steps You Need to Take to Create a Profitable Business Online

Time: 14:10

Schedule link: <http://sched.co/3ZYj>

Speaker: Caroline Makepeace

Stream: Advanced

Description: It takes more than a few tools and blog posts to turn your blog into a business. Caz Makepeace will take you through the key steps you will need to take to make blogging a profitable business including:

- how to create a vision that aligns with your purpose, passion and what your readers want
- how to develop a communication strategy that helps you to understand what your readers need and what to create for them (helping you to create raving fans)
- how to create a monetization plan and how to become more comfortable with marketing
- the power of networking and how to use it for long term growth
- how to overcome fear, frustration, rejection and failure

Design 101: How to use design basics to polish up your blog

Time: 14:10

Schedule link: <http://sched.co/3ZuM>

Speaker: Pamela Wilson

Stream: Foundations

Description: Join Pamela Wilson as she walks you through how to use basic design elements to make your blog looked polished and professional. This session is for non-designers: no art degree required!

- The subliminal impact of color, and how to use to attract the right readers
- How to choose and use fonts that “speak” for your brand
- Powerful ways to use images to draw attention to your words
- How to “point” your readers’ eyes where you want them to go using visual hierarchy
- Simple design tweaks you can do to make your posts easier to read

How to create your gangbuster e-product

Time: 15:10

Schedule link: <http://sched.co/3ZuK>

Speaker: Nat Kringoudis

Stream: Advanced

Description: I’ve failed and succeeded with e-books, e-courses and online cleanses to come up with the winning formula and I am so keen to share my tried and true methods to help create your e-product that sells. There have been over 25 thousand copies sold of my first ebook Fertilise Yourself which helped pave the way to e-courses, hard copy published books and other online products. I’m excited to show you how you can turn your vision into a viable reality, with as much ease and fun as possible – because after all it’s all about the ride that comes with the prize – and who doesn’t love making a little pyjama money? We will explore how to create your e-product from the early stages of creation right through to hosting and marketing. When you get the formula right your product will shine.

- Choosing your topic and work out if your idea will actually work
- How to name your course, select a price point, how to host it.
- Mapping it out – the creative process to mapping out the e-course

- How to build it – what tools to use, how to set it up, what medium to use (e.g. video, audio, text)
- Setting up payment process
- How to market your e-course
- Looking beyond the e-course (into tangible products)

Blogging voice and the art of creating meaningful connections through writing

Time: 15:10

Schedule link: <http://sched.co/3ZTN>

Speaker: Kelly Exeter

Stream: Foundations

Description: Whether you are a small business blogger, personal blogger or foodie blogger, ultimately it is your blogging voice that readers will connect with. Kelly will show you how to find a unique blogging voice no matter what your industry or blogging goals. She will take you through basic writing rules you can follow to make meaningful connections with your audience including:

- The art of storytelling
- Addressing a pain point (applicable to your readers)
- Sticking to one idea/concept per blog post
- Editing ruthlessly
- The importance of honesty and vulnerability

The Courage of Compassion: Transforming Your Experience with Criticism

Time: 16.45

Schedule link: <http://sched.co/3ZYp>

Speaker: Heather Armstrong

Stream: Plenary

Description: We have all been online long enough to have encountered criticism from people whose faces we will never see. Some of it is constructive, and some if it is awful, anonymous assumptions and slurs that we do our best to ignore. Sometimes our emotions prevent us from making a distinction between that which could be helpful and that which is just plain bullying.

I have spent 14 years confronting both—from comments to emails to websites to actual forums dedicated to me and my character—trying to figure out the best way to pick up and move on when I encounter something particularly vicious. Because it isn't going away. There isn't a cure for it. It cannot be fixed or stopped. Learning how to deal with both is a factor of life that our children will have to endure on a scale we never did, in ways we probably can't imagine. I've tried and failed many times to react in the best possible way and have finally learned that "reacting" isn't the answer. The answer is something much more fearless.

Session descriptions - Day 2

Creating Business Ideas

Time: 9:30

Schedule link: <http://sched.co/3ZYn>

Speaker: Brandon Cowan

Stream: Plenary

Description: Brandon is an ordinary 21 year old with an extraordinary story to tell. At just 12 years of age Brandon was kicked out of school, at 14 he nearly died from drinking too much alcohol, at 16 he created an app development company and by 19 Brandon made 4 top-100 apps. But what happened in between? Let Brandon take you on his journey – be inspired to do what you love no matter how young or old you are.

- Be inspired by an ordinary person that has done extraordinary things
- How failure should be expected, accepted and embraced
- Why persistence is the key to success
- Witness further proof that breaks down the Gen-Y stereotype of laziness and poor work ethic

How to Grow Your Instagram Following

Time: 11:00am

Schedule link: <http://sched.co/3ZYn>

Speaker: Jadah Sellner

Stream: Foundations

Description: Get tips, tools and tricks that are working right now on one of the fastest growing social media platforms— Instagram. With over 330,000 Instagram followers, the co-founder of Simple Green Smoothies Jadah Sellner will share the behind-the-scenes secrets and strategies to growing an engaged Instagram following.

How to Grow Your Blog - Actionable Productivity Tips for Busy Bloggers

Time: 11:00am

Schedule link: <http://sched.co/3Zy1>

Speaker: Christina Butcher and Carly Jacobs

Stream: Advanced

Description: Struggling to find time to grow your blog and fit it all in to your busy schedule? Carly and Christina are both full-time bloggers who grew their blogs while working full-time at day jobs. They have practical tips and hacks to share with bloggers who want to grow their blog with limited time each day. They can show you how to schedule, pre-plan and avoid blogger burnout while juggling a hectic schedule.

You can learn to be more organised and productive and find the time to grow your blog to the next level. You'll learn actionable productivity tips you can implement straight away including:

- How to pinpoint the necessities for your blog/niche to effectively prioritise your time.
- How to avoid blogger burnout and use positive goal setting tools.
- How to plan your editorial and social media calendars and how to generate endless ideas.
- The art of batching and harnessing your most productive hours.
- Scheduling tools and organisational hacks.

Small Business Bootcamp: How to use Your Blog to Supercharge Your Small Business

Time: 11:00am

Schedule link: <http://sched.co/3ZYi>

Speaker: Dan Norris

Stream: Foundations

Description: Dan went from looking for a job to running a million dollar WordPress business in less than 2 years. He grew the business through blogging without spending a cent on advertising. In this session he will present his hits, misses and the actionable pieces you can take out and apply to your own blog.

- Identify the number 1 problem with most small business blogs and fix it
- Apply the 3 key pillars of great blog posts to your own content
- 6 blueprints taken from successful content marketers you can use for your small business
- How to build a funnel that turns blog visitors into customers
- How to scale your blog with a team

How to Create a Content Event That Builds Your Email List

Time: 12:00

Schedule link: <http://sched.co/3ZYk>

Speaker: Pamela Wilson

Stream: Advanced

Description: Content events are time-sensitive events that build excitement (and email list sign ups) like nothing else. Join Pamela Wilson and she shows you how to harness the power of content events, even if you have no experience and feel too “shy” to host anything live.

- How to ignore what everyone else does, and create an event that works for your audience
- How “content events” differ from other content you create
- Promotional strategies to boost the size of your audience
- What to do post-event to maximize conversions

Working with Brands

Time: 12:00

Schedule link: <http://sched.co/3crl>

Speaker: Andrea Michelle

Stream: Foundations

Description: If part of your monetizing strategy is to work with brands, you’ve gotta speak their language, and act like a pro.

Drawing on 13 years leading marketing teams for big multinationals and over four years as a full-time blogger – where her collaborations with brands have been described in Campaign Brief as “...an ideal example of the result of a successful relationship between brand and blogger and how both can be fused together to create content that is beneficial for the consumer.” – Andrea will share:

- What marketers are actually looking for, why they work with bloggers, and their hot buttons
- How to get on the radar with the people who manage brands, and how to make deals
- Dealing with enquiries
- Knowing your value, and what to charge for it
- How to create branded content your readers will love
- The two way street – brands listen up! – this is how to roll.

Small Business Bootcamp Panel

Time: 12:00

Schedule link: <http://sched.co/3Zud>

Moderator: Kelly Exeter. **Bloggers:** Michaela Clark and Helen Edwards

Stream: Foundations

Description: This year we are featuring a Small Business Bootcamp at ProBlogger Training Event. The bootcamp will run over two sessions, the first session is a presentation from Dan Norris who will show small business owners how they can grow their business through blogging.

The second session will be teaching through the case study of two successful small Aussie businesses. They will share how they have used blogging and social media as effective marketing tools and to build a community around their businesses.

The session will be moderated by Kelly Exeter and she will be joined by Michaela Clark from tradiesva.com.au and Helen Edwards from recycledinteriors.org. We have included plenty of time at the end so you can have the opportunity to ask questions to learn further from their experiences.

While aimed at small business bloggers, this session will be jam packed with useful tips for any blogger who has a product or service they sell from their blog.

How to Monetise a Personal Blog

Time: 14:00

Schedule link: <http://sched.co/3ZYh>

Moderator: Lauren Dubois. **Bloggers:** Heather Armstrong and Mrs Woog

Stream: Foundations

Description: Monetising a personal blog can be trickier than monetising a niche blog. Heather Armstrong from Dooce and Mrs Woog from Woogsworld will share their experiences, strategies and tips for sustaining a profitable personal blog. There will also be plenty of question time so come along prepared!

How to Give Your Landing Pages Some Love

Time: 14:00

Schedule link: <http://sched.co/3crn>

Speaker: Shayne Tilley

Stream: Advanced

Description: You work so hard to find readers to visit your blog, you work even harder to get them to actually read about what you have to offer, whether that be products to sell or services to offer.

Are your landing pages doing all that hard work justice?

In this session you'll learn how to create high performing sales pages. From the words you use, the layout, to how you build an emotional connection with your readers in the way that most suits your needs.

- Know your value proposition
- Killer headlines
- Sub headlines
- Images and video
- The benefits - persuasive copy
- Structure and layout of the page
- Plugins/tools to create landing pages
- Testimonials and social proof (Trust elements)

This will be a super practical session with lots you can take away and apply to new or existing landing pages.

The 5 Ordinary Habits of Extraordinary Bloggers

Time: 15:30

Schedule link: <http://sched.co/3ZYf>

Speaker: Ruth Soukup

Stream: Plenary

Description: We've all heard of the overnight success stories—those Internet sensations whose blog post or video went viral, bringing instant fame and fortune. As bloggers, we often spend a whole lot of time hoping for that big break, but the truth is that for most, success happens much more methodically. In this inspiring keynote, you'll discover the five habits that can transform your blog from beginner to extraordinary. You'll also:

- Uncover the deceptively simple secret to creating awesome content (and why it matters so much)
- Stop doubting your worth and instead learn how to promote your content in a way that gets noticed and shared
- Learn how to fully leverage your platform and optimise your efforts
- Finally begin to embrace your own strengths rather than wishing for someone else's

Thank you for being part of the ProBlogger Event 2015!