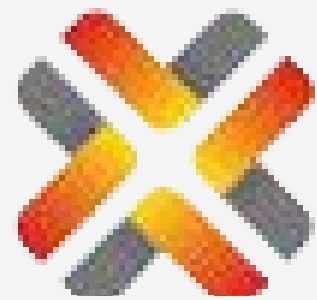




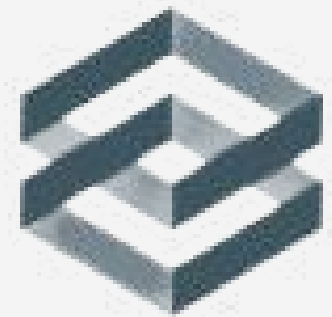
Session 2

Tips to creating a great



TopicPlus

Canva



Heyzine Flipbook

A4X Presenter: Annamarie



S1~**TEMPLATE**



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TIPS: Plan Of Action

Title of the Topic

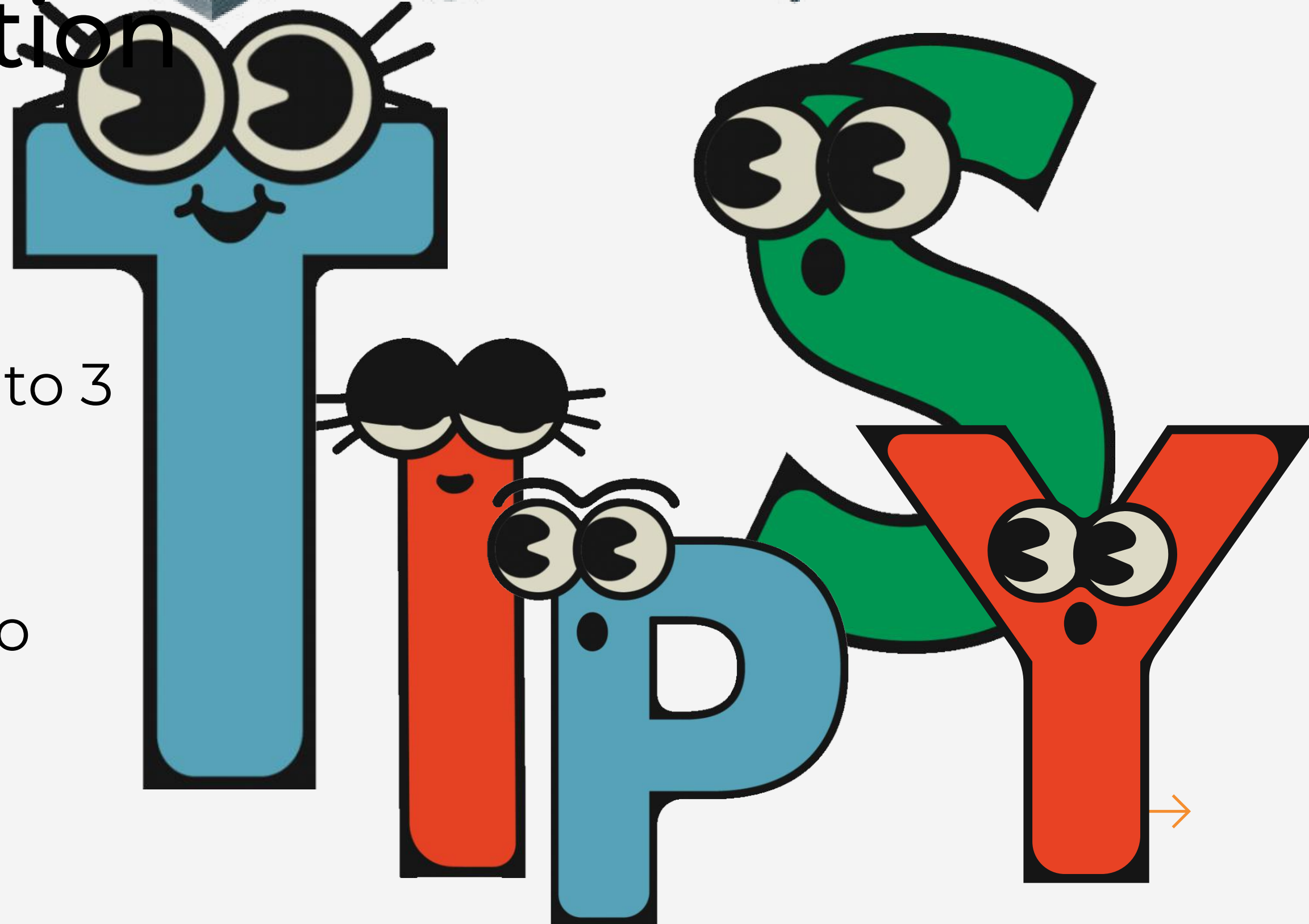
Introduction

Points/problem - Choose 1 to 3

Summary - is in 2 parts

- Conclusion
- Engagement: ? or Call to Action

Yes checklist



S1~ TITLE

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TOPIC CHOICE

- Choose subject you enjoy
- Solve 1 issue/answer
- Note ideas/Q&A
- Keyword search
- Leave till last to formulate



S1 ~ INTRO

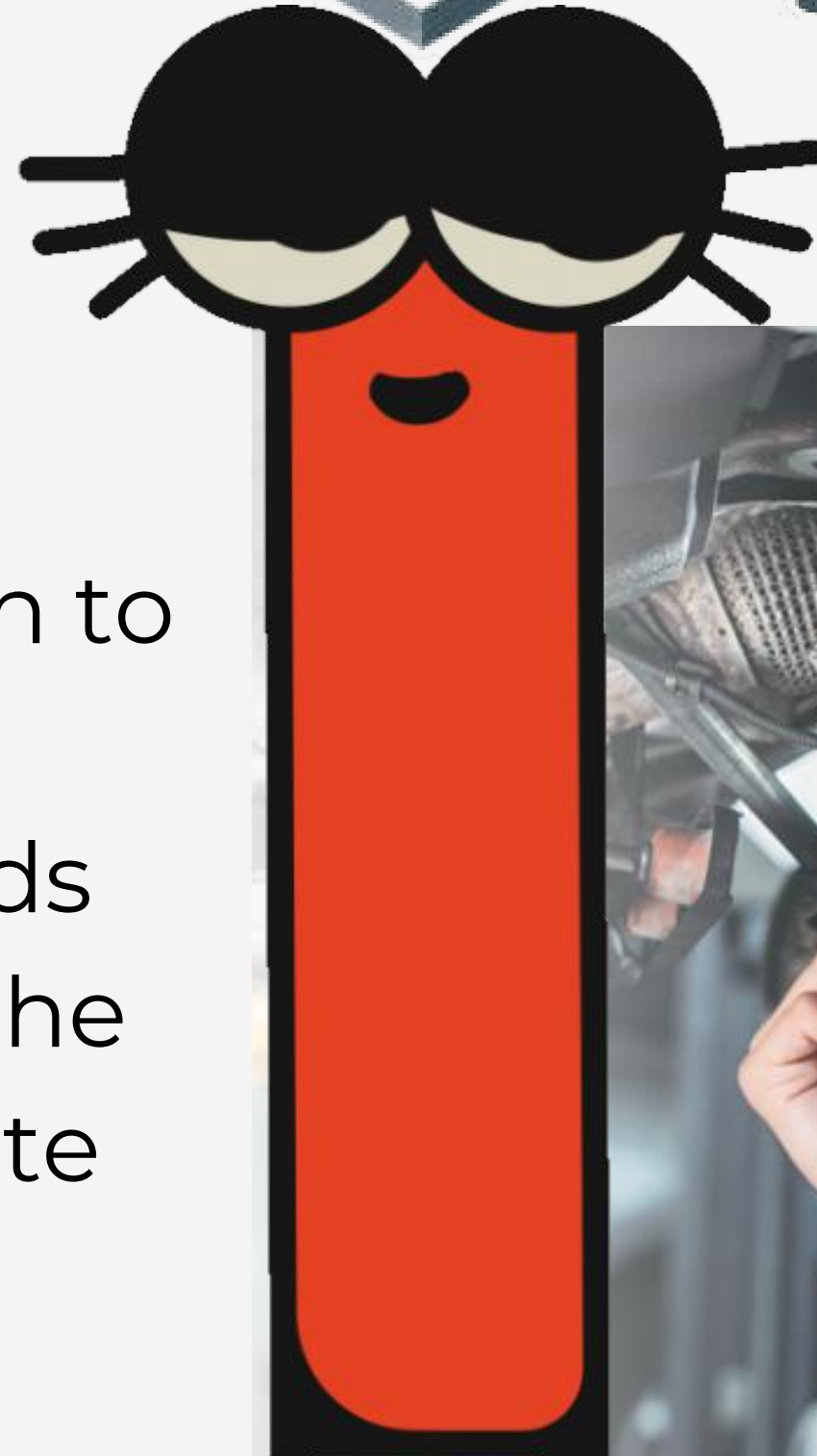


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IS IT ABOUT?



- Is the What?
- An engaging paragraph to capture your audience within the first 7 seconds
- Supports the title and the rest of your tips template



S1~ PROBLEM



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Problem/Answers

- Choose 2 to 3 points of interest
- Answer the Who, What, When, How?
- Sub headings contain key words and are specific



S1 ~ SUMMARY



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Solution

- Your Why?
- End & Engage
- Summarised points
- Question
- Call to Action



S1 ~ SUMMARY



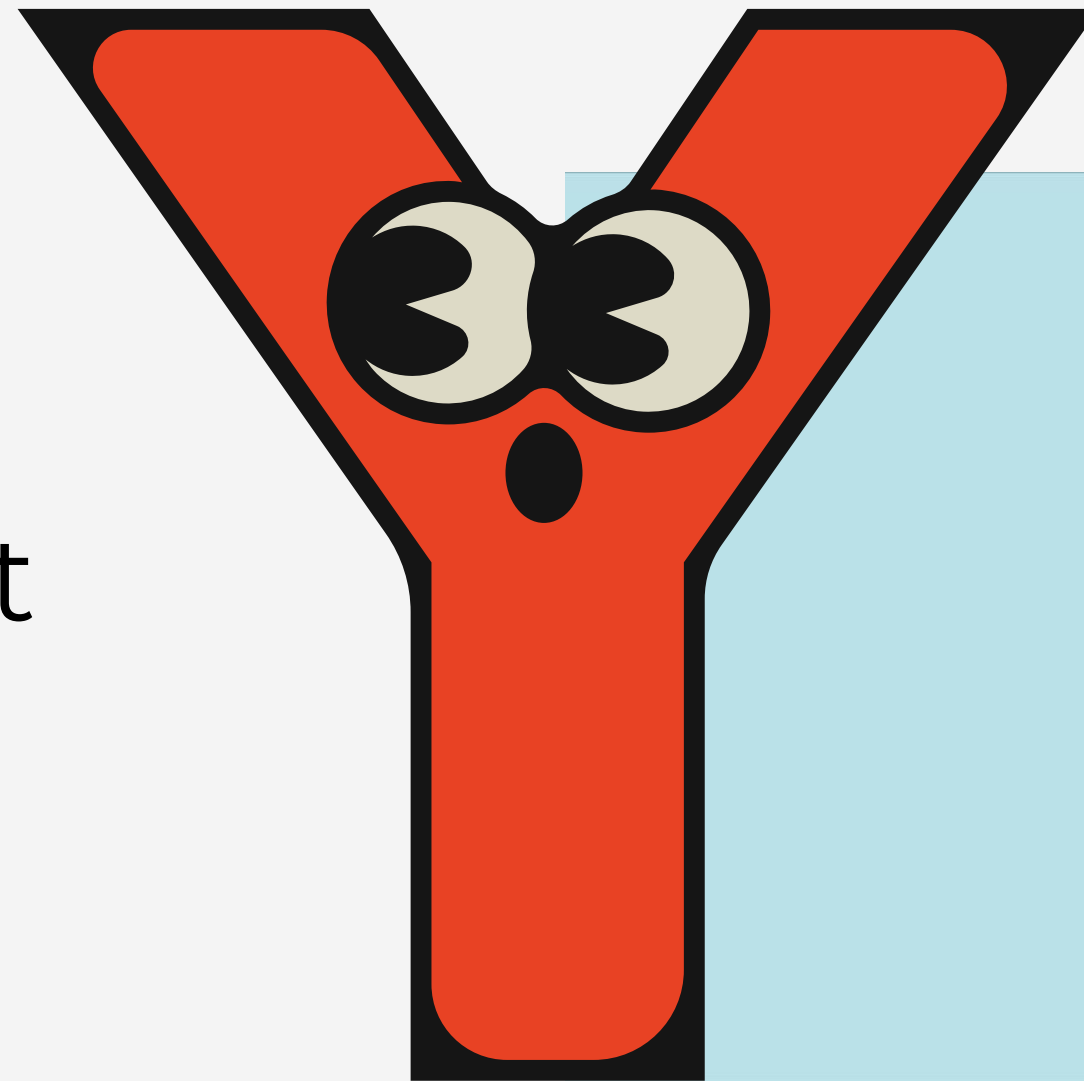
TopicPlus

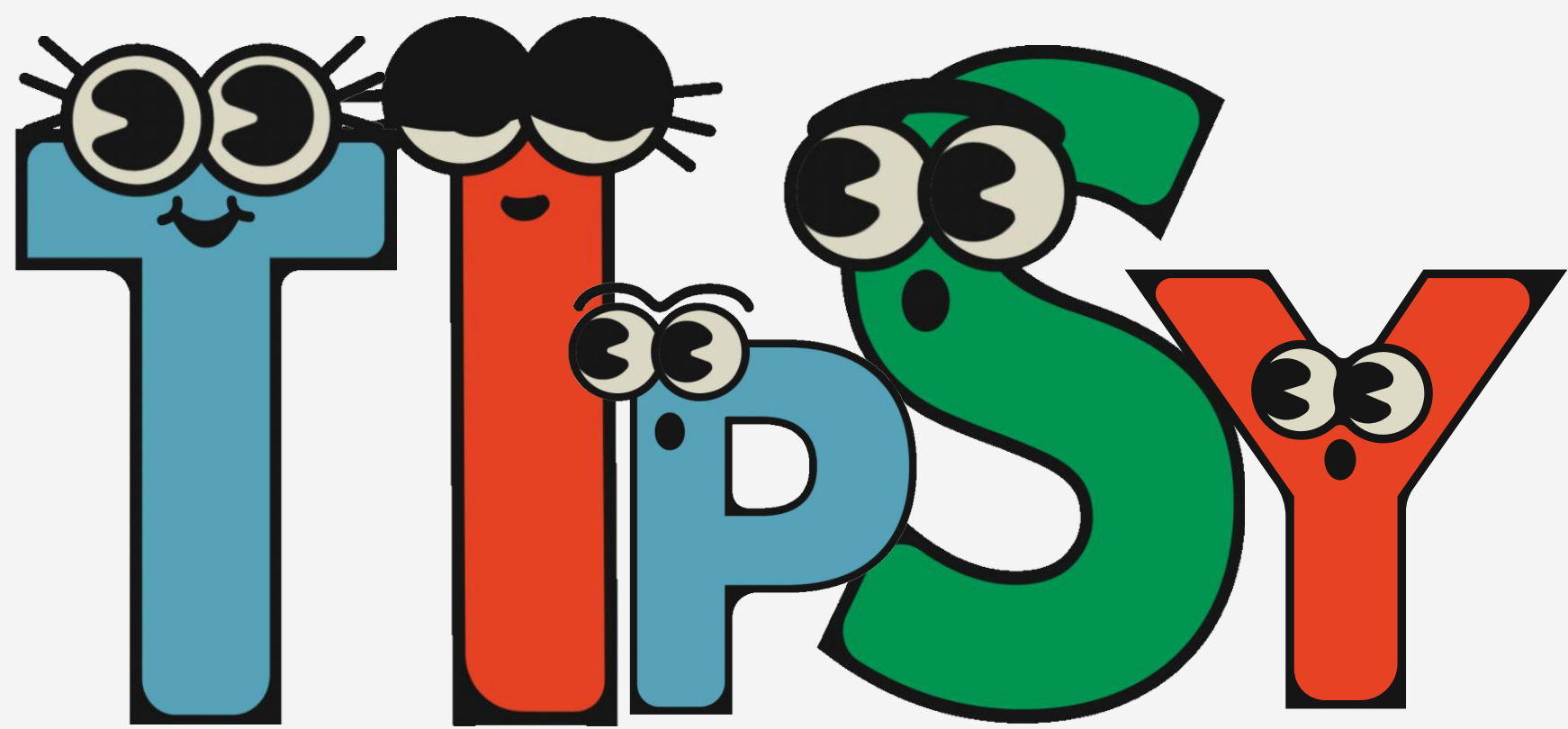
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YES CHECKLIST

- Spelling, grammar
free grammaly
- Doublecheck Content
- Publish





TEMPLATE

- TITLE
- INTRO
- POINTS 1 ~ 3
- SUMMARY

WORD COUNT

- 6 TO 20 words
- 100 words
- 150 words
- 150 words

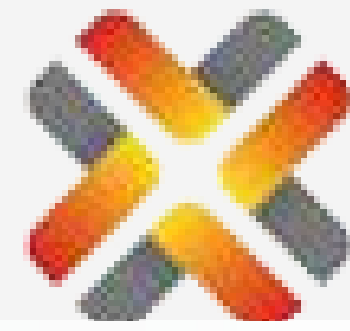
OPTIMIZATION

- H1, KW
- Quote, Image, KW, BL
- H2, KW, Image, video, BL
- KW, Image, Quote, video, BL

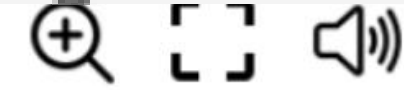
Backlinks(BL) Keywords(KW)



**Walking
through
Walls**



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Session 3 we cover

- Links
- Canva, Frega, Heyzine fixups

A4X Presenter: Annamarie

