

TRAINING SESSION PLAN

SESSION:	Ezine Article Marketing
SESSION OBJECTIVE:	Introduce participants to the purpose of article marketing and its key features.
LEARNING OUTCOMES:	<ul style="list-style-type: none"> • List three key advantages and disadvantages of article marketing • Outline the key structural elements of an article • List two key sources of metrics data
FACILITATOR:	Leslie Allan
DURATION:	1.25 hours
EQUIPMENT:	PC laptop, Overhead projector, USB flash drive
MATERIALS:	Handouts

TIME	ITEM	AID
	INTRODUCTION	
10.15	My name and background Session Plan <ul style="list-style-type: none"> • The basics • Benefits and drawbacks • Results • Demo • Tips and Tricks 	OHP
	TOPIC 1 – THE BASICS	
10.20	What does an article look like?	http://www.ideamarketers.com/?Achieving_Goals_in_Five_Steps&articleid=447975 http://www.ideamarketers.com/

TIME	ITEM	AID
	What are ezine directories? <ul style="list-style-type: none"> • featured writers • featured articles • article categories • sign up/log in (Writers) • author profile/admin • Terms of use/guidelines (Tools/Stats) 	
	TOPIC 2 – WHY ARTICLE MARKETING	
10.30	Benefits <ul style="list-style-type: none"> • Raise your profile on the web • Improve reputation as an "expert" • Increase inbound links to website > increase PR • Increase number of visitors to website • Increase conversions from qualified leads Drawbacks <ul style="list-style-type: none"> • Time consuming to submit manually • Easy to look spammy from auto submitters and multipliers • More opportunity for scraping/stealing content • NOT the silver bullet to internet success 	
	TOPIC 3 - RESULTS	
10.35	How many view article? Email reports: Evan Carmichael ArticlesBase Online reports: IdeaMarketers (Tools/Stats > Article Stats) Ezine Articles (Author Tools > View My ...)	Your articles on EvanCarmichael.eml Monthly Summary Report ArticlesBase.eml http://www.ideamarketers.com/ http://members.ezinearticles.com/

TIME	ITEM	AID
10.40	How many readers click on link? AWSTATS > Oct 2010 Links from an external page Filter on "article" "evan"	
10.50	What's my visibility on the web? Search "Achieving Goals in Five Steps" -google.com -yahoo.com -msn.com	http://www.businessperform.com/articles/successful_planning.html
BREAK		
TOPIC 4 - DEMONSTRATION		
11.00	Prepare article beforehand <ul style="list-style-type: none"> • Title • Summary • Keywords • Resource box/hyperlinks • Proofread • Format with HTML 	eZineArticleTemplate.doc http://members.ezinearticles.com/
TOPIC 5 – TIPS AND TRICKS		
11.20	<ul style="list-style-type: none"> • Read terms of use carefully • Make the most of each (within rules) • Learn basic html • Record summary of rules • Check order of submissions • Track your submissions • Post article on own site first • Be wary of snake oil salesmen • Do not spam 	
11.30	CLOSE	

For a *customizable* version of this template and instructions for completing a training session plan, check out our popular **Training Management Template Pack**. This template is simply one of a comprehensive set of form templates and guides included within the Template Pack.



Our **Training Management Template Pack** helps you manage training through all phases of your training administration and evaluation cycle. Rely on the experts to have you presenting a professionally presented and complete report, form or analysis in no time. The pack includes a comprehensive User Guide, instructions for each template and **BONUS** tool for diagnosing employee performance problems.

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Before Training

1. Employee Performance Diagnostic Tool
2. Training and Development Plan Form
3. Training Needs Analysis Worksheet
4. Training Needs Analysis Spreadsheet
5. Vendor Enquiry Form
6. Vendor Selection Matrix
7. Learning Outcomes Template
8. Training Session Plan Template
9. Training Course Information Sheet
10. Training Registration Form
11. Training Schedule Spreadsheet

During Training

12. Training Course Setup Checklist
13. Training Attendance Form – Single
14. Training Attendance Form – Multi
15. Personal Action Plan Form
16. Skill Assessment Form – Individual
17. Skill Assessment Form – Group
18. Trainer Effectiveness Rating Form

After Training

19. Certificate of Completion
20. Training Participant Feedback Form
21. Training Participant Feedback Spreadsheet

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