

## TRAINING SESSION PLAN

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

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

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

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

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.

The templates and guides included in the pack are:

**Buy Now**

#### *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

#### **What our customers say ...**

*“The Training Management Template Pack had just what I was looking for! From the Employee Performance Diagnostic Tool to the Training Needs Analysis Spreadsheet, this group of invaluable documents allows me to gather, diagnose and organize a plan quickly and efficiently. Thanks Business Performance.”*

Tanya Ladd  
Corporate Trainer

*“As a training manager, I found the Training Management Template Pack especially helpful in documenting all the essential elements of a training plan.”*

Brenda M. Rodriguez  
BMR consulting

*“My team and I are using the template pack to set up training projects and our evaluation system. We are pleased with the resource and have found it very user friendly and adaptable.”*

Rayla Smoot  
Kia Motors Manufacturing Georgia

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