

CONTENT CREATION

Great content is engaging
Great content has a USP
Ideally content should be
1,800 words or similar
Formatting is important

NICHE KNOWLEDGE

Know your subject to bring
advanced knowledge and
unique ideas.
Having a niche skill will
make you highly employable!

VIDEOGRAPHY

Video is incredible for
enhancing influence.
Video is better for persuading
and explaining.
High production values will
boost your reputation.
Learn to use Premiere or
Final Cut.

SEO

Good SEO uses <1% density
LSI - Latent Semantic Indexing
Links on TRUSTED sites
Write for the audience

INTERNET MARKETER'S TOOLKIT

Crucial Skills Absolutely Worth Learning

WORDPRESS

Web design today
means knowing how to
use WordPress!

PERSUASIVE WRITING

Learn to persuade and you can
sell any product or your own
services!

NETWORKING

Even online - it is who
you know!

DESIGN/BRANDING

Creating a great brand is
what sets you apart.
Learn to use Illustrator!

MORE!

Learn to make music for
video!
Learn After Effects to create
your own openers!
Learn SMO, email marketing
and more!

PROGRAMMING

Learn to code and there will *always be
work for you!
Learn Python to create web apps and tools
Learn Java to create Android apps
An app can do wonders for marketing