

Resource Guide

HOW TO WRITE
SEO FRIENDLY BLOG
POSTS & ARTICLES
Using Free Tools

THE PROCESS

1. PREPARE
2. CUSTOMER AVATAR/NICHE
3. TOPIC RESEARCH
4. KEYWORD RESEARCH
5. OUTLINE
6. FIRST DRAFT
7. EDIT
8. KEYWORD OPTIMIZATION
9. PUBLISHING
10. PROMOTION

CUSTOMER & NICHE RESOURCES

- Facebook groups
- Mailing lists
- Buy competitors products
- Read reviews on Amazon or similar websites

KEYWORD & TOPIC RESEARCH RESOURCES

- Google search
- People Also Ask
- Keywords Everywhere
- Answer Socrates
- SEO Minion

PUBLISHING RESOURCES

- Pexels & Pixabay (stock photos)
- Google Search Console

PREMIUM RESOURCES

- Buzz Sumo (customer avatar)
- Jarvis (outline, writing, editing)
- Frase (SEO, outline, research)
- Adobe Stock (stock photos)
- Envato (stock photos, videos, WordPress themes)
- Divi (Wordpress Theme)
- Thrive Architect (Wordpress Theme)
- Planoly (content planning and publishing)
- Buffer (content planning and publishing)



ABOUT ME:

I'm a certified [Cajun](#) (also known as a [coonass or couillon](#)) from Louisiana who loves to cook, play with my dogs, and embarrass my teenagers when I'm not knee deep in photoshop working in my home office.

A lifelong member of the “nerd herd”, I started learning HTML as a hobby when I was pregnant with my first child wayyyyyyy back in the late 90's.

In 2002, I went through a divorce and was suddenly a single mother of three little boys. Desperate for stability, I landed a job in a Fortune 500 company in the sales department. Within a year, I was promoted to management and was determined to make it “to the top”.

After over a decade of successfully climbing the corporate ladder, I was miserable at my job and ready for something new. On the surface, I had it made. I was making close to 6 figures with a secure job, nice private office and my own designated parking space for my “stylish yet sensible” BMW.

The stress and pressure of meeting quotas, managing over 80 people, and being on call 24/7 wore on me and I was ready to call it quits. At almost 40 years old.

Even though I was ‘too old’ to start a new career, I ventured into the world of online freelancing. I found my first client (that I charged a whopping \$15 for a complete slide deck!!). After that first win, I was determined to create a life that I could live on my OWN terms, work when I want, do what I want, and **finally** live the life of freedom I had been searching for.

After over 5 years of success in my own freelance business, I created [Break Up With My Boss](#) to help other women grow their own businesses using the same strategies I used to replace my corporate income.

JOIN THE GROUP

3

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