

For More Information

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Jamie's Notebook launches online classes

Course participants no longer hindered by geography, time

A new class being offered by Jamie's Notebook, a Northwest Arkansas-based writing services company, will make it possible for people to learn all about blogging for business without leaving their home or office.

Jamie Smith, owner of Jamie's Notebook, has taught similar classes in Northwest Arkansas for about six years. Adding the online offering makes it possible for course participants to no longer be hindered by geography or time, Smith said.

"People can now learn the Who, What, When, Where, Why, and How of business blogging all in one course that they can take online from any computer with an internet connection at any time they please," she said.

The course, Simplifying the Art of Business Blogging, is designed to teach the basics of blogging for a business or non-profit including:

- What is a business blog,
- 5 reasons a business should have a blog,
- Where should the blog be hosted,
- A guide to choosing if you should do your blog in-house or outsource,
- A step-by-step, detailed strategy for the blog,
- Finding topics to write about,
- Best practices for writing for online audiences, and
- How to integrate your blog into your overall marketing plan.

The course includes one introduction module and four instruction modules. A total of five hands-on exercises are throughout the last two modules, Smith said. Participants will have access to Smith to get questions answered throughout the course and they will also be given a 10 percent discount on Jamie's Notebook services for 12 months after completing the course. The one-time fee for the course is \$199.

Smith said that Simplifying the Art of Business Blogging is the first of several planned courses in her online writing school, which can be found at <https://jamiesnotebook.teachable.com/>

The seminars and workshops that will be available at the Teachable site will all involved online writing in some form. They will be designed for several potential audiences including:

- Small business owners (including authors) who want to start a blog,
- Employees of a small business who will be responsible for writing content,
- Writers interested in learning more about this specific niche.