



Certification Program

Copyblogger Content
Marketing Certification

Outline & Syllabus



Authority



Thinking about registering for our **Certification course?** Here's what you need to know.

A (very) short history of the Copyblogger Content Marketer Certification program

The Copyblogger Content Marketer Certification program began in 2013. We created it to provide intense professional education to writers who offer content marketing services.

The Certification program was developed out of necessity. As an industry leader (since 2006!) in the field of content marketing, people were constantly asking us to recommend writers.

The only way we knew how to recommend a writer without reservations was to teach our most important content marketing strategies in-depth, ask



Certification candidates to apply to demonstrate their work, and have our editorial team individually review each application.

Program members who apply and pass the Certification process are featured on Copyblogger's [Certified Content Marketer page](#). We promote this page across all our product lines at Rainmaker Digital, which include the Copyblogger blog, Rainmaker FM, StudioPress Premium WordPress themes, and the Rainmaker Platform.

And we promote the page in other ways. For example, Brian Clark recently talked the page up when he was interviewed on the ultra-popular EntreLeadership podcast.

Whenever we're asked, "Where can I find a terrific writer?" ... that page is our answer.

Which is probably why Aaron Wrixon says:

"I get a whole lot of emails that start with 'Hey, I found you on the Copyblogger site.' When I build an addition on my house I'm going to call it the Copyblogger Wing." –**Aaron Wrixon**



What you'll find in this document

This outline and syllabus will let you know what you can expect from the program, how much time it will take to go through the Modules and lessons, and how the Certification process works.

We hope to anticipate and answer any questions you may have so you can make an informed decision about whether to join the program when it opens up next week.

"The education Copyblogger has provided through Authority and the Content Marketing Certification program has helped me further advance my freelance writing career, and the result has been an increase in the quantity and quality of client inquiries. I would highly recommend Authority and the Content Marketing Certification program to anyone who provides content marketing as a service or manages content for their business." –**Kristi Hines**



How we'll help you learn

We recognize that there is more than one learning style, so we've packaged lessons in multiple formats. You'll also have access to materials that help you apply what you've learned in a straightforward way and discover practical tools that can be employed daily.

Course syllabus

WEEK ONE (MODULES 1 & 2)

Content Strategy and Your Role as a Professional Writer

- How to market yourself as a content marketer (not just another writer)
- How to position yourself for more clients, more respect, and better pay
- The "belief circles" framework for creating fans and customers
- How to create a rich audience experience for your business and your clients
- A new tool for making yourself an indispensable resource for your clients



WEEK TWO (MODULES 3 & 4)

The Strategic Framework for Success with Content

- How to build authority for yourself and your clients
- The mindset that makes success possible
- How to widen your network and get attention to your valuable content
- How to authentically connect with influencers without embarrassing yourself
- The real role of authenticity on the web
- 5 steps for turning attention into action and sales

WEEK THREE (MODULES 5 & 6)

Mapping the Journey: Crafting a Content Marketing Strategy

- What the “buyer’s journey” is and what the milestones are
- How to unlock the triggers that get clients or customers to buy
- The mapping exercise that none of your competitors are using
- How to handle potentially tricky issues with clients or employers
- How to get the buy-in that lets you move forward with great content



WEEK FOUR (MODULES 7 & 8)

The Rubber Hits the Road: The Strategic Content Types

- How to write content that builds the audience and attracts new leads and prospects
- How to use the “content conveyor belt” to increase traffic and conversion
- The type of content that creates an unbreakable bond with the audience
- How to put together landing pages and other persuasive content that turn “traffic” into customers
- The kinds of content that attract links and widen your network

How this program works

After registering, you’ll get immediate access to Module 1, so you can dive right in. The next Module will release to your account four days later. You’ll gain access to two Modules each week, for a total of four weeks.

This course is self-paced. New Modules are released twice a week, which allows you to work through the lessons at a pace that helps sustain your momentum.



You'll have ongoing access to the materials. If you need to, you can slow things down and take more time to learn — it's completely up to you.

After completing the course, you'll have the opportunity to apply for your Content Marketing Certification. A member of the Copyblogger editorial team will do a thorough review of your submitted work and offer detailed feedback

If you pass, we'll provide you with a badge to display on your website, and we'll list you on our [Certified Content Marketers page](#).

If you don't pass, you can use the feedback you've been given, edit your work, and try again.

"Another thing about the program that's great is the invaluable support and information you get during and AFTER you've completed it." —**Trudi Roth**

How you'll get your questions answered

The Certification program includes access to your teachers, Brian Clark and Sonia Simone (more on them to follow).

You'll be invited to private Q&A Sessions where you will be able to submit detailed questions about what you're learning, the program materials, and your writing business.



All Q&A Sessions will be recorded, so you can attend live or listen whenever it's convenient for you.

“The most valuable part for me has been the Q&A sessions through Authority and the Certification programs — where I get direct feedback on burning challenges I’m having with my business. It feels like I have my own personal board of advisors. They’ve transformed the way I view my business, and helped me to think big!” –**Sonia Thompson**

Authority: Your continuing education program

Content marketing is an ever-changing field. Certification program members get one year of full access to our ongoing content marketing training inside Authority.

Every month you’ll get:

- Access to in-depth master class sessions on content marketing topics
- The opportunity to apply for and attend live Authority Business Coaching sessions



- A place to submit questions for our live Authority Q&A Sessions
- An invitation to attend our Behind the Scenes sessions featuring interviews with successful content marketers from inside and outside our programs

You'll also become part of our Authority community, where working content marketers and online business owners offer support and insights about what's working in the industry right now.

We are here for you

We've created a learning environment inside our Certification course and Authority community that will be with you every step of the way.

You can pace yourself and learn in the way that works best for you. You'll never get stuck, because we'll be there to help you and answer any questions you may have.

With our education and guidance, you'll have the support you need to master content marketing strategy and build your profitable writing business.

"Authority and the Certification program have been a game changer in the evolution of my online business.



The education combines the right ‘big picture’ thinking along with actionable items to help me get out of ‘learning mode’ and into doing more.”

–Darren DeMatas

About your teachers

The Copyblogger Certified Content Marketer program has been developed by content industry leaders — Brian Clark and Sonia Simone.

Not only are they respected in the content marketing and online business world, but they’re also caring and down-to-earth teachers who have a gift for making complex topics easy to understand and enjoyable to learn.

Brian Clark



Brian Clark is a serial entrepreneur based in Boulder, Colorado. He’s the founder and CEO of [Rainmaker Digital](#) (formerly Copyblogger Media), and the host of the [Unemployable podcast](#).

Brian built three successful service businesses using online marketing techniques before moving to a



completely online business model when he started the site Copyblogger in 2006. The eventual result of that move — Rainmaker Digital — is an innovative company that provides the advice and solutions that empower people to successfully grow their businesses through social media and online marketing.

Over the years, we've been fortunate that people say a lot of nice things about Copyblogger and Brian:

- *Advertising Age* ranks Copyblogger as a top marketing blog in its Power150 list.
- *The Guardian* named Copyblogger one of the world's 50 most powerful blogs.
- Technorati says Copyblogger is one of the most popular blogs in the world.
- *Businessweek* says entrepreneurs should follow Copyblogger on Twitter.
- Dun & Bradstreet says Brian is the most influential person to follow on Twitter for small businesses.

Brian has been featured in numerous books:

- *Linchpin* by Seth Godin
- *Meatball Sundaes* by Seth Godin



- *Epic Content Marketing* by Joe Pulizzi
- *The Lean Entrepreneur* by Brant Cooper and Patrick Vlaskovits
- *The \$100 Startup* by Chris Guillebeau
- *Trust Agents* by Chris Brogan and Julien Smith
- *Brainfluence* by Roger Dooley
- *The New Rules of Marketing and PR* by David Meerman Scott
- *Free Agent Nation* by Daniel Pink
- *The Education of Millionaires* by Michael Ellsberg
- *Pro blogger* by Darren Rowse and Chris Garrett
- *e-Riches 2.0* by Scott Fox
- *Gravitational Marketing* by Jimmy Vee and Travis Miller
- *Career Renegade* by Jonathan Fields
- *The Referral Engine* by John Jantsch
- *Platform: Get Noticed in a Noisy World* by Michael Hyatt



Sonia Simone



Sonia is a founding partner of Rainmaker Digital, which formed in 2010, and serves as the company's Chief Content Officer. She has an extensive background in traditional marketing, both with startups and in more-established corporate environments.

Sonia is the publisher emeritus of the [Copyblogger blog](#), as well as the leader of our bustling virtual community for content marketers, [Authority](#).

She hosts two podcasts on the [Rainmaker FM](#) marketing podcast network:

- [Confessions of a Pink-Haired Marketer](#), a highly opinionated take on the mindsets and habits of successful folks
- [Copyblogger FM](#), a podcast for and about content marketers

Sonia's marketing philosophy is that a company's marketing is, very simply, the sum total of everything that company communicates to its customers — both in words and actions.

Because of this, she considers herself a teacher as much as a marketer. She places the relationship with the audience of prospects and customers above everything else, and that's the approach she teaches our students.



Here's what our Certification graduates say

"Once I did the Certification course, my confidence went through the roof ..."

"A couple of years ago, I decided to change up my freelance business and offer copywriting and content marketing services. But I was a bit terrified. I was pretty new to content marketing and wasn't sure how I would stack up.

But once I did the certification course, my confidence went through the roof. For me, being a Copyblogger Certified Content Marketer is like having a superhero costume complete with ninja-power utility belt.

Because even though I've never positioned myself as a consultant, that's how clients see me. The comments I get are 'You know so much!' or 'You are very impressive!'

I can charge fantastic rates and make my clients happy. Like, I've-just-saved-their-cat happy.



Sonia and Brian have also helped me solve a million little problems in my business, so that alone has been worth the price of admission.

My path hasn't always been easy, but Copyblogger sure has made it a ton easier." **–Amy Butcher**

"To survive as a full-time business writer, you need to play a different game. You need to add a new layer of value to your clients."

"Few businesses are looking for 'writers.' And if they do, they are likely to undervalue the work financially. The fact that there's an abundance of freelance writers offering their services doesn't help. To survive as a full-time business writer, you need to play a different game. You need to add a new layer of value to your clients. You need to become a content marketer. And that's where the Certification Course fits in perfectly." **–Jelle Annaars**



“The program details how to think like a professional writer and ... also build a solid foundation for a thriving writing business.”

“My favorite aspect of the Certification program is the education around the professional writer’s mindset, marketing yourself as a writer, and becoming an indispensable resource for your clients. The program details how to think like a professional writer and the extra steps you need to take so you’ll not only know how to craft a rewarding audience experience, but will also build a solid foundation for a thriving writing business.”

–Carin Kilby Clark

Read our Certified Stories series on Copyblogger

For a behind-the-scenes look at the life of a Certified writer, [read the Certified Stories articles on Copyblogger.](#)

You’ll get to know program graduates and learn more about what they’ve accomplished in their businesses after being awarded a Copyblogger Certified Content Marketer badge.



Ready to register? Watch your inbox.

We hope this outline and syllabus have answered any questions you may have about the Copyblogger Certified Content Marketer program.

If you're ready to get started, we would love to see you in the program! Watch your inbox for an invitation to register.