

The theme for the season is planting seeds, nurturing, and reaping the rewards of your efforts—knowing you are playing the long game. Live lesson briefs are introductions to the recently updated lesson and another chance to ask questions.

ESSENTIALS for Flourishing Online

Syllabus with Modules ✨ May—August 2025

MAY 6-8 CONTENT COMPASS PLANNING WORKSHOP

- ☐ Locate Your True North (themes, structure, and organizing ideas)
- ☐ Map Your Ideas (make a schedule)
- ☐ Full Speed Ahead (draft your posts, commit to themes, establish workflow)

MAY 20 LAB: ESTABLISH STRONG ROOTS

- ☐ Part 1: Quick Start
- ☐ Part 2: Orientation

JUNE 17 LAB: CULTIVATE VISIBILITY

- ☐ Audit Your Online Presence
 - ☐ SEO Challenge
- ☐ Newsletters and CTA Emails
 - ☐ Reengaging a Neglected List
 - ☐ Using Sign-Up Forms
- ☐ Blogging (or Not) > Live lesson brief on June 2

JUNE 18—JULY 15 BOOST & BLOOM SPRINT

Let's have some fun with this! Use learning modules for July 15 alongside weekly challenges. Get a boost with the almighty algorithms when you participate and help one another out with post comments.

JULY 15 LAB: CROSS-POLLINATE

- ☐ Maximize Content > Live lesson brief and weekly challenge June 23
 - ☐ Repurposing Content Matrix
- ☐ Networking Online > Live lesson brief and weekly challenge June 30
- ☐ Engaging Online > Live lesson brief and weekly challenge July 7
- ☐ Starting Conversations

AUGUST 12 LAB: HARVEST & REGENERATE

- ☐ Track & Analyze Results > Live lesson brief July 21
- ☐ Honor Your Commitments > Live lesson brief July 28
- ☐ List Hygiene > Live lesson brief August 4

Updated June 24, 2025.