



30-Day Blog Your Brand Challenge Rules

1. Each day, we will post a new graphic for that day, and you will post your blog post link for *that day in the comments underneath that graphic by 12:00 ET midnight that day*. After you share here in the group, share on social media using the #blogyourbrand hash tag so we can easily share and comment.

2. You can post to any social media you'd like, but prioritize Instagram and Twitter since they run better with hash tags. It's not required of course, but you will get more traction if you use Canva (or your favorite graphics program) to create a graphic with the title of your post so your followers know what the post is about and are more encouraged to click and read.

3. Please share each other's blog posts as appropriate for your particular brand so we can lift each other as we climb.

To make it easier for us to share on social media, at the of your post under the daily graphic, include your Twitter and Instagram handles.

Here is the format to use for each post here:

Title of post > Link to post > Instagram handle (@indiebusiness) > Twitter handle (@indiebusiness)

That way, we can easily find and follow you on Instagram and Twitter.

4. While you can blog about whatever you want, bear in mind that you will get the most traction from blog posts that are less promotional and geared more toward informing, uplifting, and educating your particular target customer about things that affect her (or him), enhance her life, and encourage her to feel good about herself and her connection with your brand.

5. If you guest post to someone else's blog for that day, it's fine to post that post authored by you. All posts must be new on that particular day, and all posts must be authored by you.

6. We can all tell whether or not effort has been put into a blog post. You will get more eyeballs and shares on content that has some clear thought behind it.

To ensure that each post has some substance to it, it must contain at least 300 words and a relevant image, video or graphic.

7. You can still post your blog link under the daily graphic, even if you are not blogging for all 30 days straight. All consistent blogging is good!

8. The prize is a beautiful "Champion Blogger" 30-Day Blog Your Brand Badge, suitable for display at your website and/or blog. Additionally, you'll enjoy the personal satisfaction of knowing that you can regularly and consistently create content that engages your audience and builds your brand.

Thank you for participating!!

Best and Success!

Donna Maria