

# Day 3: Building an Engaging Online Presence

## The Fundamentals of an Online Presence:

- Understanding what an online presence encompasses.
- The significance of having a professional and consistent online image.

## Crafting Your Coaching Website:

- Key elements to include on your coaching website, such as an about page, services, testimonials, and contact information.
- Tips for choosing an effective domain name and hosting platform.

## Social Media Strategy:

- Identifying the social media platforms where your target audience is active.
- Creating a social media content plan to engage and educate your followers.

## Social Media Content Calendar

- Plan out your social media content for the upcoming month, including posts, captions, and visuals.

## Email Marketing and List Building:

- The importance of email marketing in nurturing client relationships.
- Building an email list and creating valuable newsletters or updates.

## Email Marketing Campaign Outline

- Create an outline for an email marketing campaign that provides value and engages subscribers.