

100 - Introduction

01 - Communicating in the Age of Squirrel!	2:57
02 - Communication Trends	10:22

Total Topics = 2

Total Time = 13:19

200 - Becoming an Effective Communicator

03 - It Isn't About You - It's About Them	9:39
04 - Keep it SHORT!	8:45
05 - Structure for Scanning	5:28
06 - Every Second Counts	15:49
07 - Clear Next Steps	6:14
08 - Keep it Simple	7:16
09 - Be Authentic	18:03
10 - A Picture is Worth 1,000 Words	7:32
11 - A Video is Worth...	5:56
12 - Be Interestinger	9:19
13 - Create Catchy Copy	5:01

Total Topics = 11

Total Time = 1:39:02

10 QUESTION QUIZ

BONUS! Content Marketing Tool Reviews

Focus Your Keyword Research with **Answer The Public**
Get Headline Inspiration (Maybe?) with **Linkbait Generator**
Portent Content Idea Generator
Understand Trending Content with **BuzzSumo**

Resources:

Creating Great Content Checklist
Content Marketing Best Practices
Video Optimization Quick Start Guide

Course Total Topics = 13
Course Total Time = 1:52:21