

Hayzel Media

Educational Writing | SEO | Digital Marketing

Hi,

As we enter the month of August - it's time to shake off those mid-year blues and get excited for what's to come for the rest of the year. With just weeks left of winter, the spring flowers are already starting to bloom and the days are that little bit brighter and lighter.

I've been busy preparing some amazing things for the second half of 2021 - kicking it off with a free guide to using your story to connect to your audience. In this guide, you'll find 12 story prompts tailored especially for education brands - use them to journal some ideas, plan out 12 weeks of marketing content, turn them into a video or reel for social media, or find new ways to add more storytelling to your 2022 marketing materials.

[Get your copy here.](#)

P.S. - If you're stuck for ideas on how to tell your story as a brand - why not click reply and tell me what you're struggling with and I'll send you back some ideas.

Writing Inspiration

Telling stories is a great way to connect your messages with your audience. Here's a little writing prompt to get you started with a story that you can use in your marketing.

This prompt comes from the 12 story prompts for education brands.

WHY DID YOU START?

Educators are change-makers and we all have a powerful reason for starting. Telling your "Why", your hopes and dreams for your business is a powerful story to share on your "about page" on your website and in a video.

I'd love to read your stories - feel free to send them through to me when you're done!

On the blog

If you weren't already convinced to add some storytelling to your marketing toolkit - our latest blog might win you over.

In this blog, I tackle the 'why's of storytelling for education brands.

Not only will storytelling connect with your audience on an emotional level, but it also makes your brand more memorable and well-liked.

Read the full story :

[Why is storytelling so powerful for marketing education brands?](#)



[Read it now](#)

Advance your SEO

Want to increase your site authority? Writing a guest post is a great way to get your brand out there and start to build your backlinks.

Gaining backlinks from sites with a higher Domain Authority (DA) improves your SEO and increases your chances of ranking higher in the search results.

DA scores run from 1-100, 1 being the lowest. InformEd has a DA of 62 so if that's higher than yours, it'll give your site a nice boost in the DA.

This week's backlink opportunity comes from InformED.

If you have a new or unique perspective on Learning about Learning that would interest educators, students, individuals, and organisations who wish to stay up-to-date with the latest scientific findings and educational trends - they'd love to feature you. Your post needs to be 800 to 2,000 words or longer. and may be a long-form feature, top 25+ lists, interviews, guides, Op-Eds, and short informative pieces. Check out their full list of requirements [here](#).

I'm working on launching a course in October, and I'd love to know what questions you have around telling your story as a brand, and what you think should be included in a storytelling course.

Hit reply and let me know what topics grab your interest and any burning questions you may have.

Chat soon,

Tanya



Tanya Abdul Jalil Founder and Creative Director

✉ tanya@hayzelmedia.com ☎ 0403520416

Hayzel Media

T and A Abdul Jalil Pty Ltd (trading as Hayzel Media and Melbourne Education Writer)

PO Box 124
Mill Park 3082
Victoria
Australia



[0403520416](tel:0403520416)

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