

MoneyOnlineers

MAKE MONEY ONLINE ACADEMY

Module 4 – Growing Your Online Income

Lesson 28: Creating Helpful Content

Workbook ID: MMOA-M4-L28

Student Information

Student Name: _____

Email: _____

Date Started: _____

Date Completed: _____

Instructor: _____

Welcome

This lesson explains how creating valuable, helpful content attracts visitors, builds trust, and supports long-term online income growth.

Learning Objectives

- Understand the purpose of helpful content.
- Identify your target audience.
- Learn content planning basics.
- Create content that solves problems.
- Prepare for Lesson 29.

Lesson Summary

Helpful content answers questions, solves problems, and builds relationships with your audience. Whether you write articles, create videos, record podcasts, or post on social media, consistency and quality are the keys to long-term success.

Knowledge Check

1. What makes content helpful?

2. Who is your target audience?

3. What topic will you create first?

Practical Exercise

- Brainstorm 10 content ideas
- Write one article outline
- Record one short video idea
- Create a weekly content calendar
- Publish one helpful post

My Content Plan

My first content topic:

The problem it solves:

Action Plan

- Complete Lesson 28
- Create one piece of content
- Ask for feedback
- Improve and publish it
- Continue to Lesson 29

Reflection Journal

How will helpful content support your online income goals?

What will you create next?

Homework

- Publish one helpful piece of content.
- Review audience feedback.
- Prepare for Lesson 29.

Progress Tracker

- Lessons 1–28 Completed

Academy Progress: 28 / 40 Lessons

Next Lesson

Lesson 29: Essential Online Income Tools

Certificate

This certifies that

has successfully completed Lesson 28: Creating Helpful Content.

Date: _____