

Welcome! We are so excited to have you interning with our company. We hope to make this a valuable experience that provides you with real-world experience that can be valuable in a wide variety of careers.

Please read through this letter in its entirety and let us know if you have any questions or concerns.

## What will you be doing?

We have a variety of tasks that you will be doing during your internship that span across the websites above. Some tasks may feel more interesting than others, but they all are important when it comes to growing and maintaining an online website.

If you have a particular interest or passion, please let us know! We'd love for you to create content in that area. But here are various tasks that you may do while interning at Clarks Condensed:

- SEO Research for upcoming post ideas and trends
- Writing articles using best-practice SEO skills on your assigned website
- Growing social networks, such as Pinterest and Instagram
- Creating new pins in PicMonkey or Canva
- Scheduling posts on social media
- Interacting on our social media networks to increase interaction
- Create new email sequences
- Creating printables for various topics
- Update Category Pages
- Create designs for social media posts
- Creating landing pages for keywords
- Competitor research and analysis

If there are any tasks above that you aren't comfortable with, please let us know. We will provide all training!

All interns will be asked to develop some post ideas/series and email sequences to practice skills that have been learned.

## Passwords

Passwords for almost everything will be in LastPass. The login is  
clarkscondensedintern@gmail.com CCondI2020!!!!BYU

You will need me to approve your location when logging in, so please text me when you do.

# Learning Objectives

You will learn a variety of skills in this internship, which may include:

- Search engine optimization
- Graphic design using online tools like PicMonkey and Canva
- Website management
- Niche site creation
- Email Marketing
- Content Writing
- Social Media Management
- Marketing

## Information For You!

[Please fill out this form](#) with your information and read over [our policies and procedures](#).

We use Nifty to share with you your tasks and training. It is a very easy-to-use platform, so please be on the lookout for an invitation. Please let us know if you'd like to start training before the semester begins, and we can start to set that up!

Passwords will be shared with you via LastPass.

At the beginning of each week, we will put a list of tasks for you to do. We will try and order them in order of importance, but please don't feel overwhelmed. If you don't get everything done - that's totally fine! And if you want more work, just let us know, and we will add some more tasks.

Please look at the training and start that as soon as you can. We ask that you complete this before we start assigning you tasks. Make sure you write down any questions you have so we can make sure we address them!

You will be given a timesheet to log your time. It is your responsibility to make sure you are on track to get all the required hours for your internship.

We are more than happy to be flexible with you and when you work. Just let us know if you have to have time off or will be working less. If you need more work, please let us know so we can fill up your task list!

# Communication

We believe that the key to success with interns is open communication. We NEVER want you to feel overwhelmed or stressed out - so if you are ever confused, please let us know. We want to make sure you never flounder and have all the information you need. We are always happy to jump on a phone call or record a video to clarify information.

We are available via text or email pretty regularly. Please text with any urgent needs, otherwise, we try and respond within 24 hours (though usually sooner!)

We will plan on having a kick off orientation meeting over video chat. Unless you want a weekly video check-in, we will just have conversations as needed. We are also available via Marco Polo.

Phone: 720-285-8889

Email: [katie@clarkscondensed.com](mailto:katie@clarkscondensed.com)

## Interested in your Own Website?

You may or may not be interested in starting your own website or blog, but if you are, we want to help you get started.

By being a Clarks Condensed intern, we give you access to our full suite of blogging course we have created. You may take some of these as part of your training, but they can be helpful as you develop your own website.

If you have an idea and would like us to go through it with you, we'd be happy to give you help on that, along with helping you setup your first site. We are also happy to help with social media growth and are happy to provide resources in that regard.

Thank you again for working with us. We are always here for any questions you have.

Katie and Forrest Clark