

Table of Contents (All steps are clickable)

Thank you for choosing to write a testimonial for the 7 Cups Academy Program!	2
AI Policy	2
Medium	3
Step 1: Create an account or use an existing one	3
Step 2: Choose a title for your article	3
Step 3: Choose the keywords + Mention your program's full name in the article	3
Step 4: Select your focus and get writing!	5
Step 5: Choose tags for your post	5
Step 6: Include these two links as hyperlinks	7
Step 8: Optional (Choose a relevant Picture)	7
Step 9: Support the work of fellow trainees	8
Step 10: Submit the approval form	8
Check-list	8
LinkedIn	8
Step 1: Use your LinkedIn account	9
Step 2: Choose the keywords + Use your program's full name in the post	9
Step 3: Get the first 2 lines right!	11
Step 4: Select your focus and get writing!	12
Step 5: Choose the right hashtags	12
Step 6: Tag 7 Cups and 7 Cups Academy	15
Step 7: Include these two hyperlinks	16
Step 8: Optional (Choose a relevant Picture)	16
Step 9: Support the work of fellow trainees	16
Step 10: Submit the approval form	16
Check-list	17

Thank you for choosing to write a testimonial for the 7 Cups Academy Program!



Your experience and feedback are invaluable in helping potential trainees understand the opportunities and benefits of joining our programs. We truly appreciate your support and want to ensure that your testimonial reaches as many people as possible.

To make the process easy and to maximize the visibility of your post, we have outlined a simple step-by-step guide for you to follow. These steps will ensure that your testimonial is both effective and easy to find by those seeking information about 7 Cups Academy.

AI Policy

Do not use AI to write these articles. You can get help from it but no direct copy/pasting. [View the AI policy here.](#)

Medium

Step 1: Create an account or use an existing one.

Ensure your identity is not revealed. You are welcome to use your real name but your username should not be disclosed.

Step 2: Choose a title for your article

It must contain the name of your program and a relevant few words. Examples

- 7 Cups Internship Program: My first step toward personal development
- Quality Listening Program is how I learned about support plans
- Leadership Development Program: Gateway to Service Leadership
- My two cents on the Content Development and Marketing Program offered by 7 Cups Academy

Step 3: Choose the keywords + Mention your program's full name in the article.

This is to help people find your content with ease. You will choose 4 general and 3 specific keywords, a total of 7. This is the minimum number, you are encouraged to work in as many as you like! Make sure to include your program's full name alongside the keywords with any abbreviation used. For example, Leadership Development Program (LDP)

General Keywords (Select minimum 4)

1. 7 Cups
2. 7 Cups Academy
3. Tuition-Free
4. Remote
5. Online
6. Community
7. At your own pace

Specific to your program (Select Minimum 3 from the program you are enrolled in)

7 Cups Internship

1. Mental health internship
2. Active listening skills
3. Communication skills training
4. Skills learned in 7 Cups Internship
5. Practicum placement at 7 Cups
6. Personal experience with 7 Cups Internship
7. How to get practical experience in mental health support
8. Internship for psychology and counseling students
9. Remote internships in mental health care

CDM

1. Online content development course
2. Social media strategy training
3. Mental health content creation
4. SEO for content marketing
5. My experience with the 7 Cups CDM program
6. Portfolio Building
7. Mental health content creation
8. Building a content portfolio in mental health

LDP

1. Personality tests
2. Leadership skills training
3. Online leadership development
4. Service Leadership
5. Personal reflection
6. Personal and professional development
7. Understanding personal leadership style through LDP
8. Applying leadership principles from 7 Cups
9. Leadership for online communities

QLP

1. Advanced listening techniques
2. Best practices in active listening
3. Applying visualization in active listening
4. Support Plans
5. Improving listening skills with The Quality Listening Program
6. Real-world applications of listening skills
7. Hands-on experience in active listening through QLP
8. Listening and communication training
9. Practical applications of active listening skills

Step 4: Select your focus and get writing!

For this task, we ask you to highlight the positives of your experience. You are of course welcome to voice any constructive feedback directly to Hope. [You can reach her here.](#)

Your article can focus on one of the following or a combination of these:

1. How the program supported your personal or professional development
2. List specific skills that you have gained or improved upon
3. Talk about the community or support you have received in your journey as a trainee
4. Talk about the program structure and flexibility
5. Specific program features (the way it is structured or a program requirement)
6. Program benefits/benefits of graduation from 7 Cups Academy (LOR, LinkedIn recommendation/verification etc)

Remember you will need to incorporate the keywords from the above list.

Step 5: Choose tags for your post.

You will pick 2 general tags and 3 specific tags. For specific tags, select only from your program's given option. So an intern will select from 7 Cups Internship, a QLP trainee will select from the QLP list.

General (Select 2 from this list)

1. Certificate
2. Letter of Recommendation
3. Online Community Building
4. 7 Cups Academy
5. Remote Learning
6. Tuition Free

Specific (Select 3 from the program you are enrolled in)

7 Cups Internship

1. 7 Cups Internship
2. Active Listening Skills
3. Communication Skills
4. Time Management
5. Community Building
6. Remote practicum
7. Active Listening Certification
8. Remote practicum

CDM

1. Content Development and Marketing Program
2. CDM
3. Content Creation
4. Social Media Strategy
5. Content Marketing
6. Portfolio Building
7. Mental Health Blogging
8. Writing for Mental Health

LDP

1. Leadership Development Program
2. LDP

3. Leadership Skills
4. Service Leadership
5. Personality Tests
6. The Big 5
7. Myers Briggs
8. 16 Personalities

QLP

1. Active Listening Certification
2. Quality Listening Program
3. QLP
4. Empathy
5. Reflective Listening
6. Support Plans
7. Visualization
8. Long term support

Step 6: Include these two links as hyperlinks.

A hyperlink is when the link is not visible, [like this!](#) You can work them in however you like but they need to be present in the article.

Link 1: <https://www.7cups.com/>

Link 2: <https://www.7cups.com/academy/>

Step 8: Optional (Choose a relevant Picture)

It is recommended that you add a relevant picture. You can create a graphic yourself if you wish to use a tool like Canva or choose a royalty-free image from a site like [Unsplash](#).

Step 9: Support the work of fellow trainees

Go through the list of recent posts of your fellow trainees and comment on 3 posts that stand out to you and clap (it's like an upvote for medium) any 3. Please make sure your comment is relevant. You will support on the platform that you have selected.

[Open post links here](#)

Step 10: Submit the approval form

Now that you have completed all the steps! It is time to re-check your work and submit the draft through the approval form. If you have followed all the right steps, it will be approved! Otherwise, you will be asked to revise it and add what is missing. You will be asked to post once approved.

[Open form here](#)

Check-list

- ☐ Choosing a title with the program name along with some relevant wording that relates to your article
 - ☐ Include 4 general keywords and 3 specific keywords from the lists provided.
 - ☐ Write your article choosing from one or a combination of topics provided.
 - ☐ Choose 3 general and 4 specific tags for your article
 - ☐ Include the two given links as hyperlinks
 - ☐ (Optional) Add a relevant picture
 - ☐ Comment on 3 articles and clap any 3
 - ☐ Submit for approval
-

[LinkedIn](#)

Step 1: Use your LinkedIn account

Create one if you do not have one. LinkedIn accounts use real names. Do not reveal your username on it to protect your identity.

Step 2: Choose the keywords + Use your program's full name in the post

This is to help people find your content with ease. You will choose 4 general and 3 specific keywords, a total of 7. This is the minimum number, you are encouraged to work in as many as you like! Make sure to include your program's full name alongside the keywords.

General Keywords (Select minimum 4)

1. 7 Cups
2. 7 Cups Academy
3. Certificate
4. Tuition-Free
5. Flexible duration
6. Mental Health Support
7. Professional Development
8. Community Building
9. Self-Paced Learning
10. Personal Growth
11. Volunteer Opportunities in Mental Health
12. Mental Health Advocacy

Specific to your program (Select Minimum 3 from the program you are enrolled in)

7 Cups Internship

1. Remote Mental Health Internship
2. Active Listening Skills
3. Communication Training
4. Mental Health Practicum
5. Communication Training
6. Remote Psychology Internships
7. Counseling Skills
8. Emotional Intelligence

CDM

1. Content Strategy
2. Mental Health Content Creation
3. SEO Optimization
4. Social media strategy training
5. Portfolio Building
6. Digital Marketing Skills
7. Social Media Marketing
8. Building a Mental Health Content Portfolio

LDP

1. Leadership Skills Training
2. Service Leadership
3. Personality Tests
4. Understanding Personal Leadership Style
5. Applying Leadership Principles from 7 Cups
6. Leadership for Online Communities
7. Leadership Coaching for Remote Teams
8. Ethical Leadership in Online Spaces
9. Emotional Intelligence in Leadership

QLP

1. Advanced Listening Techniques
2. Best Practices in Active Listening
3. Hands-on Experience in Active Listening

4. Practical Applications of Listening Skills
5. Improving Listening Skills with the QLP
6. Support Plans
7. Visualization techniques
8. Long term support
9. Empathy-Driven Communication

Step 3: Get the first 2 lines right!

Currently, LinkedIn shows the first two lines only and you have to click read more to open the whole text. So it is important to make these count.

Select 1 of the following ways to start your post

General note: Keep in mind that LinkedIn has a character limit of 3000. Every punctuation mark, hashtag, and link is counted so please keep your text limited to under 400 words.

Select one of the three options and make sure to mention the program's name in the first two lines.

1. Ask a Question

Make it relevant to the program or topic you're discussing. It should prompt curiosity or invite reflection from readers.

Example:

- "How can active listening skills improve your professional relationships?"
- "What does service leadership look like in action?"
- "How important is having community support in helping one learn?"

2. State a Bold or Surprising Fact:

Present a statistic or insight that grabs attention right away.

Example:

- "Did you know that active listening can increase trust in professional settings by 40%?"
- "Most people think leadership is about authority, but here's what I learned through 7 Cups' Leadership Development Program..."

3. Share a Personal Experience or Achievement: Make it relatable and concise to draw people in with your story.

Example:

"Completing the 7 Cups Internship was the turning point in my mental health career."

"The Content Development Program is the best time investment I made this summer."

Step 4: Select your focus and get writing!

For this task, we ask you to highlight the positives of your experience. You are of course welcome to voice any constructive feedback directly to Hope. [You can reach her here.](#)

Your article can focus on one of the following or a combination of these:

1. How the program supported your personal or professional development
2. Share specific examples of how you applied what you learned
3. List specific skills that you have gained or improved upon
4. Talk about the community or support you have received in your journey as a trainee
5. Talk about the program structure and flexibility
6. Specific program features (the way it is structured or a program requirement)
7. Program benefits/benefits of graduation from 7 Cups Academy (LOR, LinkedIn recommendation/verification etc)

Remember you will need to incorporate the keywords you selected from the above step. You can change them based on your selected theme(s).

Step 5: Choose the right hashtags

Hashtags help people find your posts

You will pick 3 general tags and 3 specific tags. For specific tags, select only from your program's given option. So an intern will select from 7 Cups Internship, a QLP trainee will select from the QLP list.

General (Select 3 from this list)

#7Cups

#7CupsAcademy

#MentalHealth

#RemoteLearning

#OnlineEducation

#ProfessionalDevelopment

#TuitionFree

#CommunityBuilding

#Leadership

#SkillsTraining

Specific (Select 3 from the program you are enrolled in)

7 Cups Internship

#7CupsInternship

#MentalHealthInternship

#ActiveListeningSkills

#MentalHealthSupport

#CounselingStudents

#RemoteInternship

#MentalHealthCareers

#PsychologyInternship

#PracticalExperience

#CommunicationSkills

CDM

#CDM

#ContentDevelopment

#ContentMarketing

#MentalHealthContent

#ContentCreation

#SEOStrategy

#PortfolioBuilding

#MentalHealthBlogging

#SocialMediaStrategy

#WritingForMentalHealth

#ContentForMentalHealth

LDP

#LeadershipDevelopment

#ServiceLeadership

#EmotionalIntelligence

#OnlineLeadership

#PersonalGrowth

#LeadershipForCommunities

#LeadershipTraining

#PersonalityTests

#Myers Briggs

#TheBig5

#RemoteLeadership

QLP

#QualityListening

#ActiveListening

#EmpathyInAction

#ListeningSkills

#ReflectiveListening

#SupportPlans

#EffectiveCommunication

#HandsOnListening

#ListeningTechniques

#LongTermSupport

Step 6: Tag 7 Cups and 7 Cups Academy

Please tag [7 Cups](#) & [7 Cups Academy](#) in your post. You will use @ before the name and will see it in the options.

@7 Cups



Note: Please follow [7 Cups LinkedIn](#) and [7 Cups Academy LinkedIn](#) pages so we can reach more people!

Step 7: Include these two links

LinkedIn does not allow for hyperlinks so you can just add these two links to the end of your post.

Link 1: <https://www.7cups.com/>

Link 2: <https://www.7cups.com/academy/>

Step 8: Optional (Choose a relevant Picture)

It is recommend that you add a relevant picture. You can create a graphic yourself if you wish to using a tool like canva or choose a royalty free image from a site like [unsplash](#).

Step 9: Support the work of fellow trainees

Go through the list of recent posts of your fellow trainees and comment on 3 posts that stand out to you and like (or choose another reaction) any 3. Please make sure your comment is relevant. You will support on the platform that you have selected.

[Open post links here](#)

Step 10: Submit the approval form

Now that you have completed all the steps! It is time to re-check your work and submit the draft through the approval form. If you have followed all the right steps, it will be approved! Otherwise, you will be asked to revise it and add what is missing. You will be asked to post once approved.

[Open form here](#)

Check-list

- ☐ Create or Use Existing LinkedIn Account: Use your real name, avoid revealing usernames.
- ☐ Choose Keywords and Program Name: Select 4 general and 3 specific keywords; include your program's full name.
- ☐ Craft the First 2 Lines: Start with a question, surprising fact, or personal experience, including the program's name.
- ☐ Write the Post: Focus on positives, skills gained, community support, and program benefits; incorporate selected keywords.
- ☐ Select Hashtags: Use 3 general and 3 specific hashtags relevant to your program.
- ☐ Tag Relevant Accounts: Tag @7Cups and @7CupsAcademy.
- ☐ Include Hyperlinks: Add hyperlinks to 7 Cups and 7 Cups Academy Programs.
- ☐ Make sure your overall articles is below the 3000 character limit
- ☐ (Optional) Add a relevant picture
- ☐ Comment on any 3 posts and like any 3.
- ☐ Submit for approval