



Blog Planning Worksheet

What is your goal with blogging? Why do you want to write a blog?

Who is the audience? Be specific: think job titles, job tasks, and industry.

What does your audience want to know about? What problem do they have? What questions are you frequently asked?

What do you want to know more about? What questions do you ask? What opinions do you want to share?

How often do you want to publish blog posts?

Within your own media, where will you promote your blog?

Outside of your own media, where will you promote your blog?

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