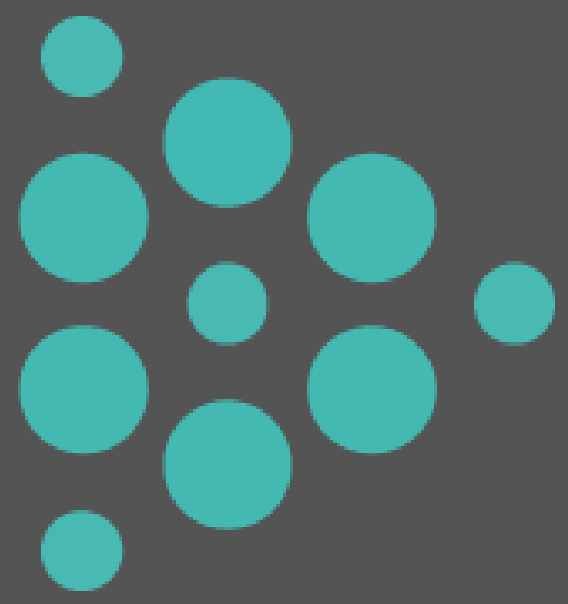


Blog Strategy

Tick	Consideration	Task	Notes
	Why am I creating this blog?	List your top goals.	
	Who's my reader?	Complete Find Your Customer Template	
	What problem am I solving?	Content should support your identified personas.	
	What's unique about my content?	Find your niche to stand out against your competition.	
	How often will I post?	Decide on a realistic cadence and what's necessary to meet your specific goals.	





Blog Strategy

Tick	Consideration	Task	Notes
	What media will I use?	Add useful media to rank higher and attract loyal customers.	
	How do I plan on engaging with my audience and how do I want my audience to respond?	Ensure 2 way interaction; respond to comments, create email campaigns, invitation only webinars, CTAs & audience surveys.	
	How will I promote my content?	Use some or all options: social media, influencers, community outreach, SMS & repurposing.	

