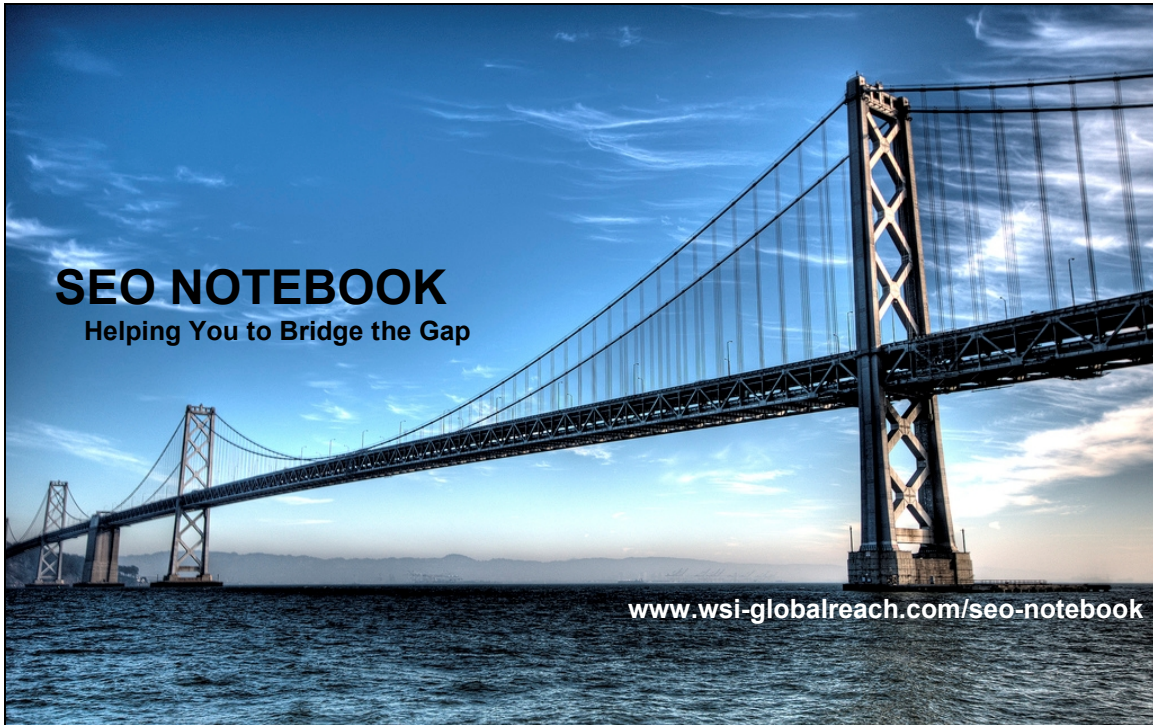




Blog Initiation Questionnaire



The questions below are intended to help you think through the purpose and reasons for setting up a blog and how to focus your attention on the content and the audience.

As every high-performance business person knows planning is important!

The approach is to help you to get into the blogging mindset and to realize that a well thought out approach to setting up and maintaining a blog is a great business building tool.

A way to use this may be to print it out, complete it, and review it from time to time to make sure that you are staying true to form. You may even decide to review it each time you're planning and writing your posts. By referring back to it periodically, you'll ensure you stay true to your goals and true to your brand, in every post.

1. What is the objective of your blog? Why will you maintain it? What do you hope to gain?

2. What is your core area of expertise?



3. Why would readers want to read your posts and not get their information elsewhere?

4. Describe your brand. (Maybe try to assign a personality to it. For Example: Is it a James Bond or an Austin Powers? A Dr Phil or an Oprah? A night-clubber or an opera-goer?). The idea here is to define a personality for your brand and then to bring the personality of your brand into the blog.

5. Who is (or will be) your typical reader? (For example: brain surgeon, male, 30-45, professional, affluent, physically active)

6. What do you believe is your reader's current opinion of your blog or your website or your business? (For example: Unaware / best in the area / suspicious / loyal customer / indifferent)

7. How do you want your readers to perceive your business as a result of your blog?

8. Do you know of any barriers to subscription / loyalty / trust? (Reasons the reader might decide NOT to trust you and do what you want)



9. Why should your readers trust you?

10. What style are you aiming for in your posts? (For example: formal, informal, casual, funny, conservative, cutting edge, high level expert)

11. What topics are likely to grab the attention of your readers? What do they need? What problems do they have? What do they worry about?

12. What will your readers NOT want to see in your posts? (For example: slang, clichés, 10-tips, discussion of last night's dinner, criticism of competitors . . .)

13. Are you in a position to add a visual to your posts? They add color and can help to engage the reader.

14. Are you in a position to add video to your Blog? Video can also help to engage your visitors.

There are more tips and advice at the [SEO Notebook](#) Blog of WSI Global Reach. Feel free to review the SEO Notebook Blog of WSI Global Reach to get ideas for your blog.