

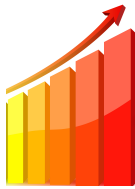


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Strategic Blog4Business Planning Tool

1. Do you currently have a blog?
If yes, what is the url? _____
2. What is the audience for your blog?
 - Write a description of your audience here with as much detail as possible then answer the questions that follow:
 - Gender: M F Both
 - Age range: _____
 - Family status: _____
 - Occupation: _____
 - Average annual income: _____
 - Where does the majority of your audience live? _____
 - What are your audience's concerns?
 - What struggles does your audience have?
 - How can you help your audience with these concerns and struggles?
 - What questions can you answer for your audience?
3. What are your goals for your blog?
4. What do you want your audience to know and/or do after reading your blog?
5. Why would someone read your blog?
6. Describe the value your blog gives your audience.
7. How is your blog relevant and useful for your audience?
8. How active are you on social media?



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9. How do you plan to publicize your blog posts?

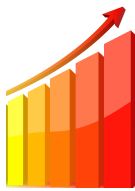
10. Do you currently have products and/or services that you want your posts to link to? Y N
If yes, list these products/services here with the URL where I can find them.

11. Do you want the ability to repurpose your blog posts into information products? (See attached Information Product Wheel for ideas.) Y N
If yes, which products are you interested in developing? List them here:

12. Are you planning to link to affiliate partners in your posts? Y N
If yes, list these affiliates here:

13. Are there specific topics or themes you are interested in covering? Y N
If yes, list them here:

The more specific your answers, the easier it will be to plan a blogging strategy that works for your business. If you want more information, check out my other free tools. Just click on the New Free Tools button on the home page: www.phaddock.com.



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Multiple Information Products

