

Why I want to blog

Date:

Title of Blog:

Rate on a scale of 1 (not important) to 5 (very important), the extent to which your blog aims to accomplish the following:

Deepen engagement with your network/supporters: []

Establish authority on specific topics : []

Tell your story in an engaging way : []

Increase traffic to your website : []

Have your website show up in search engines : []

What need will blogging meet for you, what problem will it solve?

Brainstorm 10 to 20 words or phrases that people will use to find your blog on Google.

In 25 words or less, describe what you want your blog to convey.

Write five blog headlines you might write on your blog.