

# 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.**