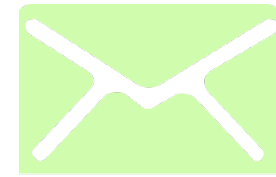




Why Are You Blogging?

It is so easy to get caught up in the need to blog that we forget why we are blogging.



1

What do you want people to gain from your blog?

If you are feeling disillusioned with your blog lately, then go back to your roots. Why did you start blogging in the first place?

2

What kind of problems can you solve with your blog?

Make sure that your blogging topics align with your business goals. You want your blog to solve a readers problem and for them to see you as trust resource at the same time.

3

What do you want people to do after reading your blog?

This may be something such as the reader clicking on an affiliate ad or for them to call you. Regardless of your goal it is important that you have a full understanding of what it is. Then make sure that you are encouraging the reader to take that action.



A quick blog audit!

When is the last time that you checked in on your blog?

1

Who is your avatar?

Write a short list or paragraph about who your idea reader is and why.

2

Is your avatar reading?

Do you feel like you are reaching the right audience with your blog? If you don't then what could you change?

3

What categories?

It is common for a blog to unintentionally expand out of the intended scope. Make a list of your categories. Do you need to merge a few?

4

Are you asking?

Are you asking your audience to take the right actions? Consider going back to old blog post and adding a call to action.

Why should you do this?

It is easy for a blog to lose focus. Great ideas come up and as a blogger, there is an urge to share them. However, it is important to make sure that your blog stays focused and on track.

I do this on my blog about once a year and it really helps. Hopefully, it will help you too.

Blog on,
-Renee'