

Blogplan

Another free service from HeatherBlog

Is this a personal blog, or does it promote a professional service?

This is important. If your goal is to promote a product or service, you'll probably want a more formal tone — and you won't get into personal stuff, like that fight you had with your brother.

- Personal Professional

What is this blog about? (Summarize in three words or fewer.)

Don't worry; you won't be limited to these topics. But to develop a theme — and come up with a name for your blog — it's helpful to know your main focus.

Who is my primary audience? (Choose only one.)

Teachers. Photographers. Other writers. Friends. Potential customers. All of these may stumble across your blog. But whom will you be picturing in your head as you create your content?

What is my blog's main purpose? (Choose only one.)

Again, don't worry — there will always be some overlap. But having a clear purpose can help when you're staring at that blank screen and asking yourself, "Why am I doing this, again?"

- Educate Entertain
- Opinion/editorial Promote a product or service
- Inspire creativity Show my work
- _____

What results do I want?

A year from now, how will you measure your blog's success? It's OK to say, "I don't know yet."
