Content Marketing with Blogs: The First 7 Steps BEFORE You Blog

ContentMarketingwithBlogs.com

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The First 7 Steps BEFORE You Create Your Blog
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Complete these steps before you set up a blog account. They will guide you through the reasons you want to start blogging and help you determine your blog's intention and purpose (and name!)

1. Examine the reasons why you want to publish a blog:

a. What are 3 "higher purpose" reasons? What is the real mission or purpose of your business?

1._____

2._____

3._____

b. What are 3 business objectives for your blog?

1._____

2._____

3._____

2. Who is your ideal reader?

Who are you writing to/for? Who is your ideal client? Describe three:

1._____

2._____

3._____

3. How do you want your readers to feel when they read your blog?

a. List 3 emotions you would like to inspire in your readers:

1._____

2._____

3._____

b. What do you want your readers to DO when they read your blog?

1. _____

2. _____

3. _____

4. List 5-8 categories and pick keywords you'll be writing about. Do some keyword research to find out how people are searching on the Web. If your ideal clients were looking for answers to problems that you solve in your business, what phrases would they use? (Try http://freekeywords.wordtracker.com/ and http://www.keyworddiscovery.com/search.html).

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

5. Name your blog. Think in terms of key words. What's your niche? How does it relate to your business? What is your business brand?

Brainstorm 10 ideas with peers, vote the top 3, and pick one:

1._____

2._____

3._____

4._____

5._____

6._____

7._____

8._____

9._____

10._____

6. Sign up for a free trial blog at, for example, www.typepad.com. Typepad has a free 15 day trial, then 3 levels of payment plans from $4.95 to $14.95 per month.

7. Register your blog name as a domain name. There are many places to register domains. www.GoDaddy.com is among the least expensive and offers many services. Redirect your new domain URL to your blog URL. Rather than having Typepad in your blog URL, your blog can be branded.