

Checklist: 3 Vital Blog Elements

Know Your Customers

Demography: Age, Gender, Income Level, Education

Interests, Values, Beliefs, Fears

Challenges & goals

Favorite blogs and vlogs

How will a typical reader of your blog describe himself?



Your Own Persona

Who are you & what problems do you solve?

How are you different from your competitors?

What are your values & interests?

What are your strengths & weaknesses?

Why should I trust you?

Blog Niche

Main Niche (e.g. Fitness), & sub-niche (e.g. Yoga)

Keywords for your niche

Does it have the potential to meet your goals (e.g. is it a profitable niche)?

