



# Blog Planning Worksheet

Brainstorming is the fastest and most practical way to define your Blog and create the website that is all about your skills; it tells your story.  
Brainstorming is the process of throwing out lots of ideas rapidly based on one idea. Then do it again using the new ideas for inspiration.  
There are 5 easy Steps to Successful Brainstorming

## Step 1 - Main Topics

The Main Theme or Topic you want to Blog about

Write down all the Topics you're good at or have a passion for

## Step 2 - Know your Audience

Will your visitors be first timers or professionals, eager or lazy?  
Describe them

## Step 3 - Brainstorm

Identify your Categories and Sub-Categories

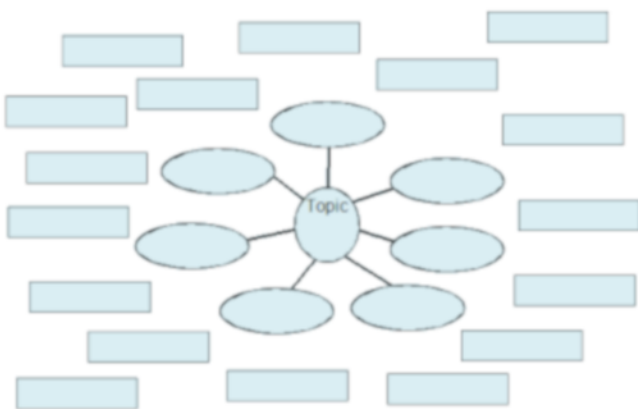
Write your topic in the middle

Write anything related to it as a subtopic

Add more circles if you need them

Now start again with each subtopic and fill in the rectangles

These are your potential Blogs !



## Step 4 - Keywords

Identify the Keywords that describe your Blog best

From the list above, Research each item to find the best Keywords that describe you

## Step 5 - Define Structure

This is your BLOG - what you can write about

Write one sentence using the topic, category and keywords along with your audience type

Write as many Title Outlines as you can, based on all the research you have just completed

These will become your first Blogs

Use these Keyword to create your Blog and improve your SEO results too. As well as the Topics above that you did not go with will inspire future blogs as your business grows.