



Blog Topic Selection Worksheet

The most successful blogs are ones that focus on a specific topic. Having a clear focus for your blog is the fastest, easiest, most strategic way to build an authentic online brand, attract readers and followers and create a profitable online business based on your passion and expertise!

Here are 4 key questions that will help you get clarity on your blog topic:

1. What am I **passionate** enough about that I could talk about it frequently? (what do you care deeply about?)
2. What am I an **expert** on? (what do you know a lot about that you can share with others?)
3. Who would find this topic **useful or interesting**? (who would be the people most likely to read and follow your blog?)
4. What do I want to **become known for** through my blog? (what reputation do you want to create for yourself online?)