



<http://www.TheWordPressWizard.com>

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## ***Blog Strategy Guide***

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***Blog Name:***

***Blog URL:***

***Blog Objectives:*** (What the blog should do for you or your organization)

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***Target Audience:*** (The prime audience the blog should reach)

***Demographics:***

***Psychographics:*** (Attitudes, mindsets, concerns)

***Desired Consumer Actions:*** (What consumers should **do** as a result of visiting your blog)

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Blog Communication Objectives: (What consumers should **know** after visiting your blog)

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Products / Services Offered Via Blog: (What you're selling/providing)

**Principal Consumer Benefit #1:** (What advantages/improvements the consumer receives from using your product)

**Support:** (Why can only your product provide that benefit and why should they believe you?)

**Principal Consumer Benefit #2:**

**Support:**

**Principal Consumer Benefit #3:**

**Support:**

**Principle Consumer Benefit #4:**

**Support:**

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**Principle Consumer Benefit #5:**

**Support:**

Blog Character and Image: (How the information should be presented [modern, warm, relationship-based, superior, friendly, etc.]

Exposure Drawing Element: (What **content** will initially draw targeted consumers to your blog?)



Exposure Objective: (**What percentage** of targeted consumers should be drawn to your blog at least once in the first six months, year, etc.?)

Frequency Drawing Elements: (**What content** will keep those targeted consumers coming back to your blog on a regular basis?)

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Frequency Objective: (**How often** should targeted consumers return to your blog? Daily, Once/week, Once/month, etc.)