

Content & Your Audience

When you first started your blog, what was your intent?

Did you want to help others, educate or simply share your story? Has this changed?

Who did you start writing for?

Was there a particular group you started writing to help? Are they your primary audience, or are you helping others you never imagined?

What questions can you answer?

What knowledge can you share with your readers? What topics do you cover, and is there a central focus of all your posts?

What answers are your audience looking for?

What areas do they need help with in life? Do they have broad questions, or specific?

How does your content help your audience help solve a problem?

What are the common factors that connect your audience?

These could be demographics (age, gender, location) or psychographics - such as their needs, desires or driving factors.

Are there any outliers in your audience?

Is there anyone outside your main audience who would still benefit from your content? What answers are they after?