



CREATE THE PERFECT MATCH:

BLOG STRATEGY

+

BRAND

#BlogBlueprint

FROM

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This workbook was created for [this](#)  
[guest post](#) on The Crown Fox!

# MEASURABLE GOALS

Remember that specific and purposeful goals are important in guiding your audience and growing your business.

Jump to page 4 before answering these two questions if you need some goal suggestions!

1. What's the main goal of your blog? In the perfect world, if your ideal client came to your site and fell in love with your work, what would they do?

*Examples: buy your premium course, hire you for web design, opt-in to your email list*

2. It's unlikely that someone will do exactly what you'd like them to the first time they discover your site. What are at least 3 steps, in order, that you'd want them to take? If you have more than 3 ideas go ahead and write them all down, we'll decide where you should best focus your attention on the next page. Note: These three steps don't all have to occur in one session on your site.

*Example: 1) read multiple blog posts, 2) follow on social media, 3) opt-in to email list*

# YOUR WHY

3. What is your “why”? Why do you do what you do? What keeps you going on those days you feel like you could quit?
4. Do the goals you define above fit with and support your why?
5. If you answered “no”, how can you shift your goals to make them support the reason you’re doing what you do?

# BLOG STRATEGY GOAL BRAINSTORMING

Here are some goals you can consider including in your blog strategy!

Choose your main goal and mark it with an M. Choose your supporting goals and number them in the order that you expect your readers to take.

- \_\_\_ Read blog posts
- \_\_\_ Comment on a blog post
- \_\_\_ Follow tips or a tutorial in a blog post
- \_\_\_ Follow on social media
- \_\_\_ Share my content on social media
- \_\_\_ Read About page
- \_\_\_ Opt-in to email list
- \_\_\_ Opt-in for workshop/webinar
- \_\_\_ Buy my course
- \_\_\_ Book my services
- \_\_\_ Buy my e-book
- \_\_\_ Schedule a free consultation
- \_\_\_ Contact me for additional information
- \_\_\_ Inquire about my services
- \_\_\_ Click my affiliate links
- \_\_\_ Other: \_\_\_\_\_
- \_\_\_ Other: \_\_\_\_\_

# YOUR TARGET AUDIENCE

**Explain your ideal reader. Who are they, what do they do, why do they come to your blog, what do they need your help with?**

**What are three posts you can write that will be valuable to them?**

- 1.
- 2.
- 3.

**What are three things you can include in your sidebar and/or footer to help them trust you, get them understand what you do, build relationships, and draw them to your best content? (Ex: photo and quick About section, social media links, email signup, popular posts, etc.)**

- 1.
- 2.
- 3.

## YOUR TARGET AUDIENCE (CONTINUED)

**What product or service can you offer that will meet your audience where they're at and give them exactly what they need?**

**Is there anything on your blog that will distract your audience from where you want them to go? Anything that will turn them away all-together?**

**If you answered "yes" what can you do to fix that?**

# MAKE YOUR BLOG DO THE HARD WORK FOR YOU

How does your voice allow you to stand out against the competition?

Look through the calls to action throughout your blog. Do they fit with your voice?

Read through your last couple of blog posts and newsletters. Do they sound like you?

If you answered “no”, take the time to go back and do some editing. Allow your voice to stand out!

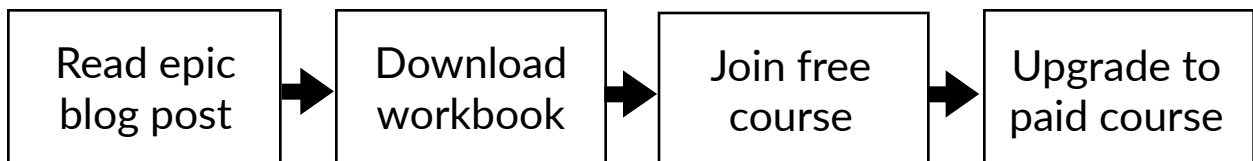
# COHESIVENESS

Take some time to click around and scroll through your blog. Is there anything that doesn't quite fit?

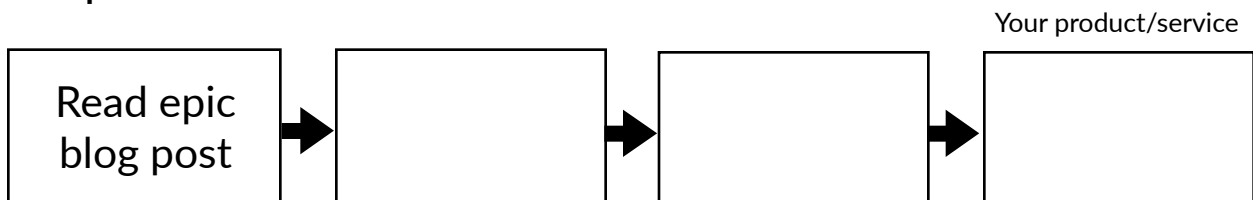
Now, look at your posts, newsletters, and free + paid products and services. Do they all fit in with your overall goals and brand?

What is one logical path your audience can follow to go from first-time blog reader to paying customer?

Example path:



Your path:





# TAKE ACTION

So. You took the time to fill out this workbook. You found a couple things that need to be changed.

*What are you going to do about it?*

**You have two choices:**

- 1) Keep things the way they are and avoid improvements that you know would benefit you, your blog, and your business
- 2) Get to work! Look back through the notes you took. Make a list of the issues you found and commit to fixing one per day. After doing so you'll find yourself with a blog strategy and brand that go hand-in-hand in supporting your blog and business goals!

I'd love to hear about what you've discovered through filling out this workbook.

What is your main goal, what are your 3 supporting goals, what changes do you have to make?

What questions do you have about getting started with your blog strategy? I would love to create content that answers your exact questions!

Email your answers to [heykristarae@gmail.com](mailto:heykristarae@gmail.com)!

## Was this workbook helpful?

[Click here to share this workbook on Twitter!](#)

[\(I even made a handy little Tweet for you!\)](#)

## Ready to increase sales and conversions through a strategic website?

### Hey, I'm Krista!

Want to learn how to make your blog do the hard work for you from someone who has gotten 100% of their clients without any extra work? I'm Krista, and I've taken care of the experimentation and guess-work for you. I've seen the difference between no strategy and a solid strategy have a direct effect on blog readers, newsletter subscribers, and paying clients.

***Build Your Blog Blueprint*** is a step-by-step program that shows you how to reflect your unique skills and business goals through your blog, turning it into a conversion machine.

In this program I'll lead you through the process to add a profitable strategy to your blog.

You'll learn it all. From goal definition and translating those goals into blog improvements to making design decisions, leading your readers, and the best things to include in each main area of your site.

This is a resource and action-packed course including worksheets, checklists, live training, and even code you can copy and paste into your site.

***Create a blog that does all the hard work for you and makes sales again and again.***

Optimize your site. Guide your readers. Gain loyal customers.



**Learn How At [BuildYourBlogBlueprint.com](https://BuildYourBlogBlueprint.com)**