

PROBLOGGING SUCCESS

BUILD A BLOG THAT BUILDS YOUR BUSINESS 24x7

How to choose the right topic for content creation?

What are your general business/blogging goals (feel free to tick as many as of them)?

Do you want to build your email list?

Do you want increase sales of your product?

Do you want to get new clients for your services, on a consistent basis?

Do you want your readers to click on a promotional banner or your ad unit? (This applies if Adsense type of advertising is one of your major income streams).

Do you want more comments and engagement on your blog posts? Be precise - put an average number of comments you aim for each post.

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Do you want more social shares for your blog posts? Be precise - put an average number of shares you aim for each post.

Other (write them down):

Are you interested in the topic (fill out the rest of the sheet with your specific blog post title in mind)

Can you create a post on this topic without getting stuck or getting bored?

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Do you have real interest on this topic? (Or are you planning to create this content because it will drive more traffic, or it will be good for your site's SEO or for any other reason?)

If you do not have interest in this product, are you willing to create interest?

Your expertise on the topic

How much do you know about the topic?

Can you call yourself an expert on the topic?

Will others accept you as an expert? - what proof or other material do you have that establishes your expertise on this topic.

Can you teach this topic? (Knowing something is different from the ability to teach the same to the others)

If you are called upon the stage suddenly and ask you to deliver a presentation/speech on this topic in front of about 100 people, can you do it spontaneously (without prior preparation)?

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If you are not that of an expert, are you willing to expand your expertise on the topic?

The purpose test!

Your purpose:

Going back to your general blogging or business goals, tick one or more goals this topic will (not can or could!)

Will the topic help build your email list?

Will the topic help sales of your product?

Will the topic help you to get new clients for your services, on a consistent basis?

Will your readers to click on a promotional banner or your ad unit? (This applies if Adsense type of advertising is one of your major income streams) after reading the post?

Is the topic engaging enough to get more (refer to the precise number you put in the top section) comments and engagement?

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Does the topic have the potential to get more (refer to the precise number you put in the top section) social shares for your blog posts?

Other (write them down):

Your reader's purpose:

Do you know your ideal reader/customer avatar?

Do you know their problems/fears/pain points/questions?

Have you filled out this work sheet?

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List your ideal reader's/customer's problems/fears/pain points/questions below (from the information you filled out in this sheet) - put a "Y" next to the item that this content topic will address!