

Start Blogging NOW!

Checklist from inception to live blog content

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- Determine your niche**
 - Google your areas of expertise that interest you MOST
 - Find gaps in representation and experience
 - Evaluate your Point of View (POV) against the voice of top blogs/sites

- Craft an “Elevator Pitch”** about your niche and why you are THE voice of it

- Name your blog**
 - Choose a name that is memorable AND applicable to your niche
 - Research other sites to be sure you’re different but not too vague

- Secure your domain name**
 - Find a domain that IS your blog name
 - If you cannot get a .com for your site, evaluate other blog names options
 - Find a hosting plan that matches your projected data needs

- Write your first content.** Measure it against the following
 - Is it the authority on the topic?
 - Do YOU give the best answer to a question/process?
 - Are you linking to reputable sites/sources?
 - Is your voice and direction authentic?

- Set up you blog website**
 - About Me
 - Contact Me
 - Working with Me
 - LOGO - be sure that you’ve considered your own **BRANDING**

- Publish your first piece of content**

- Share your content**
 - Personal social media accounts
 - Branded blog accounts - Facebook / Twitter / Pinterest
 - Email applicable parties - mini Press Release announcing new content

- Ask for feedback**
 - Request feedback from trusted friend
 - Request feedback from another blogger
 - Request feedback from industry professional

- Keep on creating content**