

BLOG CONTENT STRATEGY CHECKLIST

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	CONSIDERATION	TASK / DECISION	NOTES
	Why am I creating this blog?	List your top goals.	
	Who's my reader?	Decide if your personas are for multiple audiences or just one.	
	What problem am I solving?	Content should support your identified personas.	
	What's unique about my content?	Find the sweet spot and stand out against the competition.	
	How often will I post?	Decide on a realistic cadence and what's necessary to meet your specific goals.	
	What media will I use?	Add useful media to posts to rank and attract loyal readers.	
	How do I plan on engaging with my audience, and how do I want my audience to respond?	Ensure a two-way interaction: Respond to comments, and create email campaigns, invitation-only webinars, CTAs, and audience surveys.	
	How will I promote my content?	Use some or all options: social and paid media, influencers, community outreach, SMS, and repurposing.	

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