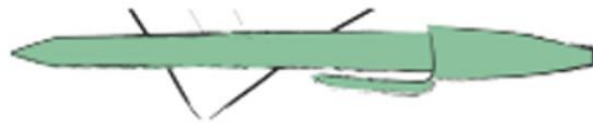
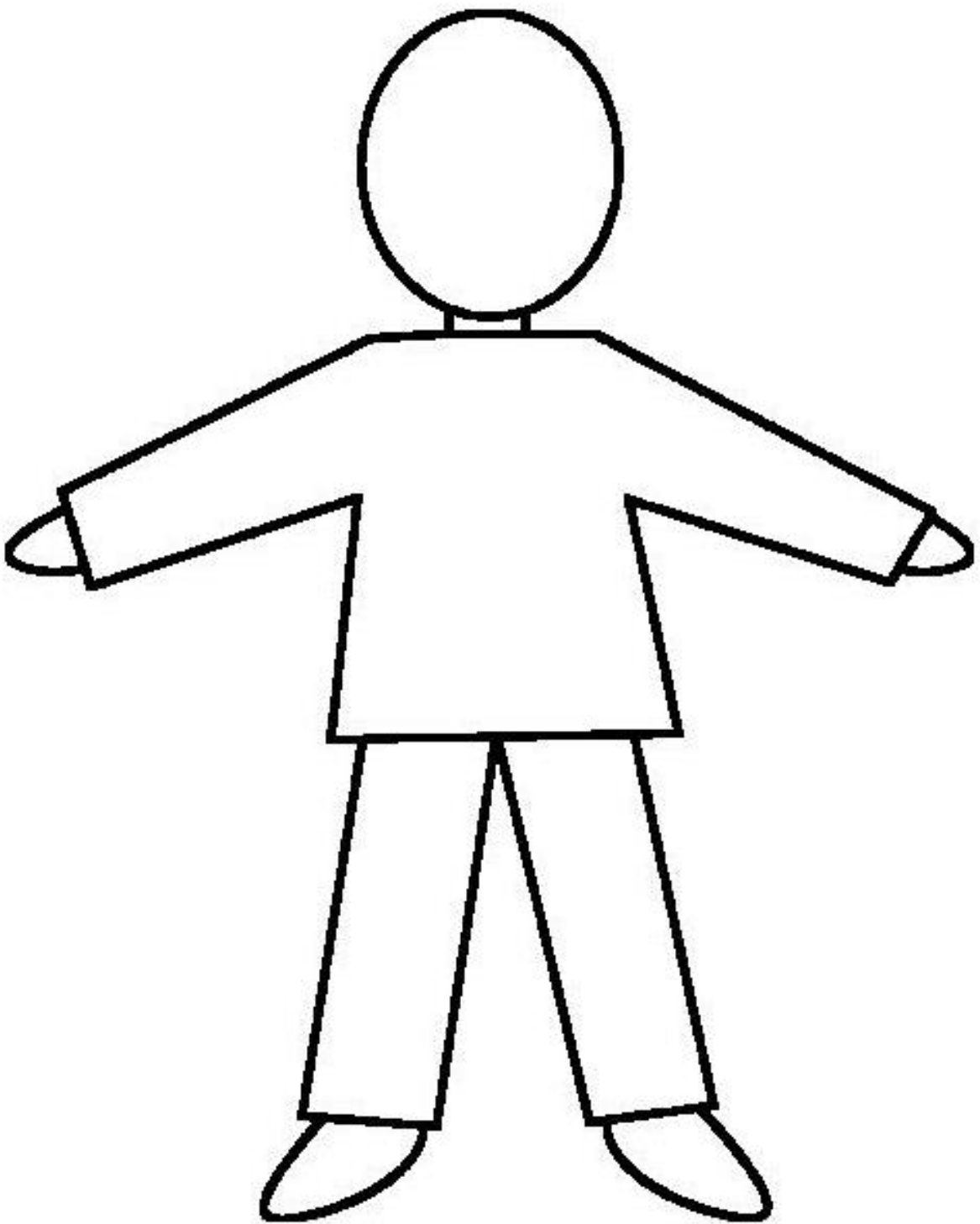


Create a

COMPELLING BLOG



Q1: Who is your ideal reader?



IDEAL READER



Q2: Where and how will your ideal reader be reading your blog?

Where	How	When

IDEAL READER



Q3: How does your ideal reader influence your blog?

Blog Length	
Topic	
Mobile friendliness	
Points of reference	
Call to action	