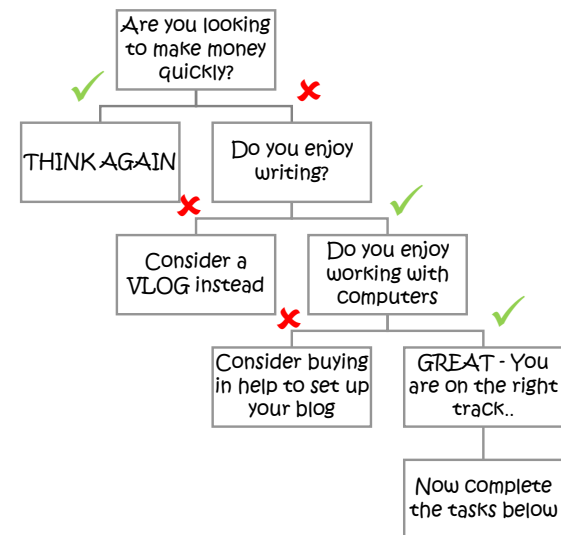


Are you really ready to start a Blog?

Follow the decision tree here ⇒ to see whether blogging is for you. Once you have completed the decision tree work your way through the tasks below and you will be in great shape to get started



This next section will test your ideas and motivation - I suggest you complete these tasks **FIRST** before spending any money or committing..... there is space to write here but you will need more paper for some of the tasks!

Step 1 - what subject area do you want to blog about?

Step 2 - research that subject - list at least 5 other blogs in this area and read them!! On a separate sheet make notes on their good and bad points - what can you learn from them?

- 1.
- 2.
- 3.
- 4.
- 5.

Step 3 - List the key words you think people will use to find your blog - what would you expect them to put into a google search

Step 4 - Put those key words into a google search - what comes up? Go back to step 2 if something new comes up

Step 5 - What are the titles for YOUR first five blog posts

1.

2.

3.

4.

5.

Step 6 - On a separate sheet, write the content for YOUR first blog post - how did that feel? Did you enjoy the process?

Step 7 - Ask someone you trust to read your work - what did they say? How did you feel about them reading your work?

Step 8 - Write a statement about yourself and the aim of your blog - you will need this as one of your first blog pages

Step 9 - Decide what your branding will look like - what colours, styles, font will you use?

Step 10 - Take some pictures or select some images that you will use on your blog and to promote your work - note your ideas here

