

# Blog Vision Worksheet

To have a successful blog, you have to believe you have something important to say—something that your audience needs to know, and something that sets you apart from the millions of other voices on the Internet.

Then, you have to turn that belief into something more concrete— your blog vision statement.

## Why develop a blog vision statement?

- It forces you to think strategically about the core purpose of your blog
- It helps you define what you ARE and what you AREN'T
- It serves as a guidepost for all future content development
- When published on your blog, it quickly lets readers know exactly what your blog is all about

Writing down and owning your unique perspective will not only help you discover where your true differentiation lies, but also give you the confidence to own it.

## So how do you come up with one compelling statement of worth?

Write down your straightforward, honest answers to the questions below. Don't try to sell. Use simple and direct words. In plain terms: Tell the truth.

**What is your blog about?** *What is the main topic you cover?*

**In what area do you have the most authority?** *What do you do better than anyone else?*

**How does this authority help your audience?** *Why should your audience care?*

**What will your audience get from listening to your perspective?** *What pain points will be healed?*

**Once you have your answers, plug them in to this equation.**

[Fix these pain points] with [Blog Name], the [thing you do better than anyone else] resource that helps you [benefits of reading your blog].

It will take some finessing to get your hook just right, but this exercise should give you a good starting point. Ready?

\_\_\_\_\_ with \_\_\_\_\_, the  
\_\_\_\_\_ resource that helps you \_\_\_\_\_.

Once you have it, print it big and print it bold. Reflect on it often as you develop and execute your branded content plan.

**And then write smart, honest content that proves it's true.**

*Psst...need some extra help? Check out this example. >*

**Let's look at a fake blog named The At-Home Teacher, which desperately needs a hook to stand out from other, similar blogs in its niche.**

Background: The At-Home Teacher is a blog created by Sarah, a preschool school teacher and mom who has a passion for helping parents bring exciting learning experiences into the home. Her blog focuses solely on fun, at-home educational activities for preschoolers that parents can easily implement.

**Here is how Sarah would answer these questions:**

What is your blog about? What is the main topic you cover?

The At-Home Teacher is a resource for tips, tools and ideas to help parents advance their child's learning at home. There is no better place to find activities for toddlers that are both fun and educational.

In what area do you have the most authority? What do you do better than anyone else?

As a preschool teacher with a Masters in Early Childhood Development and more than a decade of teaching experience, I have worked with hundreds of children in various learning environments. As a mom of two young children, I have seen the benefit of providing an educational experience at home.

How does this authority help your audience? Why should your audience care?

The combination of my professional and personal backgrounds has uniquely positioned me to help parents teach their young children in a learning environment that is doable for the busy parent and fun for everyone.

What will your audience get from listening to your perspective? What pain points will be healed?

Parents no longer have to worry about how to keep their child engaged and entertained — The At-Home Teacher has them covered with fun activities that any parent can do with their toddler.

**Now, what might Sarah's blog vision statement look like?**

Learning is fun with The At-Home Teacher, the ultimate educational activity resource that helps busy parents teach their toddlers through play.

**Got it? Now use Sarah's example as a guide to crafting your own answers.**