

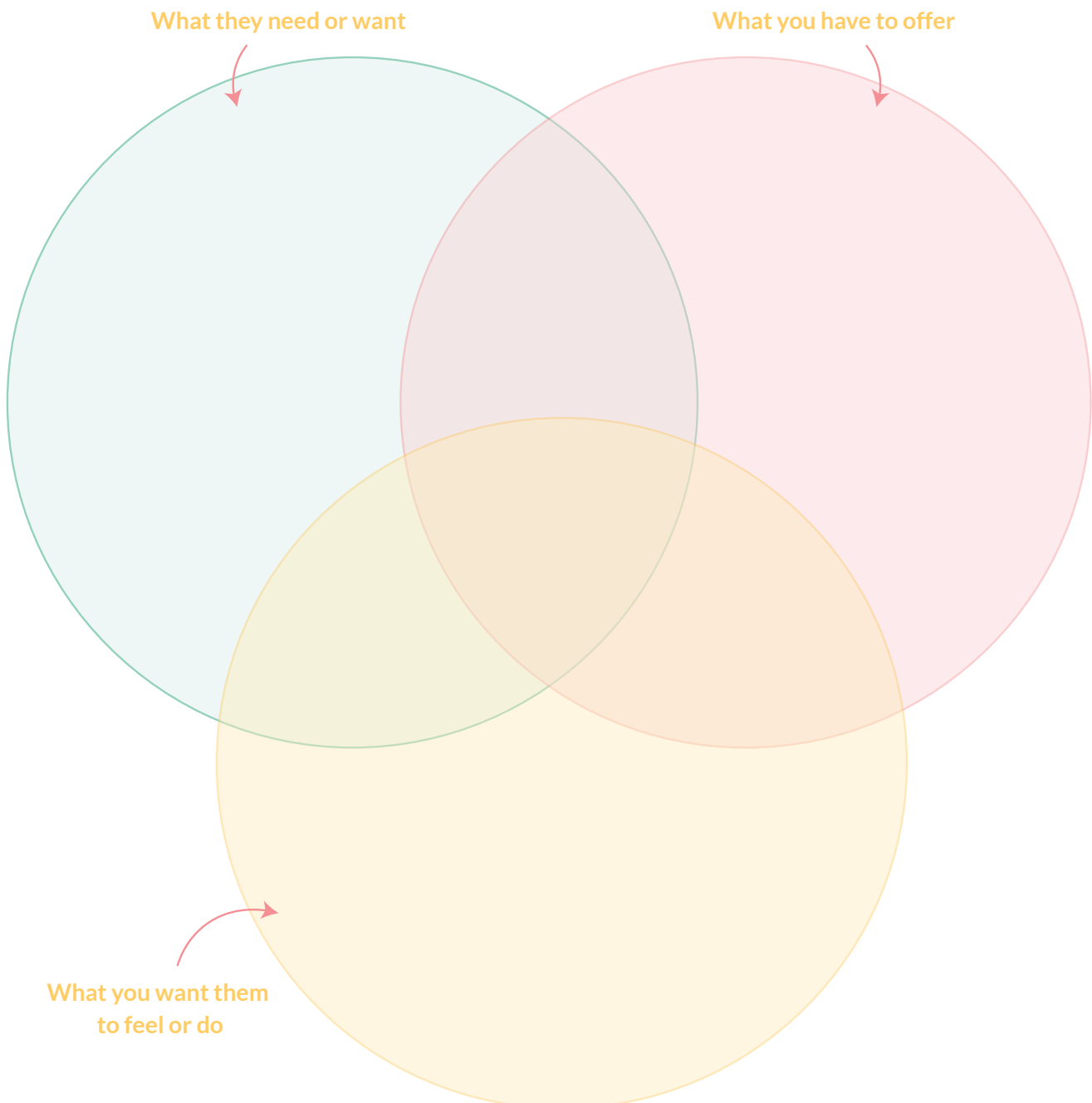
Audience & Purpose

Brainstorm!

With a **K**

Your online content conversation should be something your audience is a part of. They should be engaged in that conversation because you have expertise & experience to offer them that aligns with what they need & want (Education, Inspiration or Entertainment are good motivations for readers).

Think about **what they need**; then, think about **what you can offer**. Finally, think about what the **purpose of your blog** is. Why do you want them to come back every week? Do you want them to trust you, feel inspired to change something about their life, engage in your community?



Series & Segments

Think about how those ideas will play out.

With a **K**

After you have brainstormed all kinds of topics your audience wants to talk about that you can add value to, you are going to have to decide how you will share your expertise (or the expertise of your community) in a way that's engaging, effective & entertaining.

If a topic is broad enough that it needs to be explored in depth (and is connected to one of your offerings), think about how you can create a Series on that topic. If it's something that you want to revisit regularly, but in a more basic way - that sounds like a great stand-alone Segment!

In-Depth Series Ideas:

Hint Start with your offerings & a calendar.

Recurring Segment Ideas:

Hint Think about newspaper & magazine columns.

