

MY TOP 3 BUSINESS GOALS

WANT/DESIRE

TOP 3 SEO KEYWORD
PHRASES

TARGET READER (WHO)

OBSTACLES/BLOCKS

BLOG TOPIC IDEAS

CALL TO ACTION

PROMO CHANNELS

MY TOP 3 BUSINESS GOALS

- \$10K/month recurring revenue
- 1K free fb group members
- 24 podcast/video guest interviews

TARGET READER (WHO)

- B2B service providers
- Online entrepreneurs
- Change makers

CALL TO ACTION

- sign up for free "blogging for profit" canvas

WANT/DESIRE

- more money,
- more time,
- more fulfillment

OBSTACLES/BLOCKS

- no strategy
- time-poor
- flying solo
- not seeing ROI from blog, social media or paid ads

PROMO CHANNELS

- Facebook
- LinkedIn
- Email list
- Quora

TOP 3 SEO KEYWORD PHRASES

- outsourced content writers
- content strategy
- how to promote your blog

BLOG TOPIC IDEAS

- The top 5 myths about blogging for business
- 5 tools that every content marketer needs in their toolkit
- 5 content pieces that EVERY business should create