

SIX QUESTIONS TO ASK BEFORE YOU WRITE A BLOG



Question	Example business: Eco-friendly, high-quality pet food shop	Your business:
What do I want to achieve?	Starting a conversation about healthy dog food (and get more customers ultimately)	
Why am I writing about this?	To show I'm an expert, therefore help people trust me	
When do I want to post it?	On X date to coincide with Crufts dog show	
How will I write it?	An opinion piece (controversy means there's more potential for a conversation to start than if I write a simple info piece)	
Where will I post it?	On my website, but will share on LinkedIn and Facebook	
Who is my audience?	Female dog-owners, average age 40, with money to spend pampering their pooches and giving them the best lifestyle possible	

I keep six honest serving-men
(they taught me all I knew);
Their names are What and Why and When
And How and Where and Who.
I send them over land and sea,
I send them east and west;
But after they have worked for me,
I give them all a rest.

I let them rest from nine till five,
For I am busy then,
As well as breakfast, lunch, and tea,
For they are hungry men.
But different folks have different views;
I know a person small –
She keeps ten million serving-men,
Who get no rest at all!

She sends 'em abroad on her own affairs,
From the second she opens her eyes –
One million Hows, two million Wheres,
And seven million Whys!

'The Elephant's Child' by Rudyard Kipling