

# Blogger's Checklist

## 1. Generate Ideas and Set Goals

Before you do anything else, think about why you want to blog and set goals. Is it a hobby, or do you want to generate income? Do you want to build expert status or get a book deal? How much time are you willing to invest in your blog? What is your budget? What do you want to accomplish?

## 2. Identify Your Audience

Identify your niche. What will your readers have in common? Try to narrow their demographics and lifestyle until you have a list of common characteristics. The more specific you can get, the better.

## 3. Design Your Blog

The design of your website is crucial to its success. Choose a theme for your blog carefully. Some things are difficult to change once you start. For example, the theme you choose affects the font styles, colors, and layout of your blog. You want a blog easy to navigate with a logical menu.

## 4. Create Incredible Content

Now, time to create some content—but not just average content. There's nothing worse than posting something that no one reads. Your words need to engage your readers! You want to make them laugh, cry, think, and learn, and want more. Your content should make readers love your blog so much they share it with others. Your story and topics need to be compelling enough to keep their attention and bring them back repeatedly.

## 5. Post Your Content in Smart Places

Once you click that "Publish" button, your blog is out there for the world to see, and you want to help the world see it! Share your site and individual blog posts anywhere that attracts your audience. Think of posting the URL to your site or post to Facebook, Facebook groups, Instagram, LinkedIn, Twitter, Medium, Reddit, etc. Spread your blog like a virus. Also, repost each blog post several times, maybe two weeks apart. Encourage your friends to share it and watch your platform grow.

## 6. Build Your Social Media Presence

Speaking of social media, you must build your social media presence. That means, if you don't have social media accounts, create them, and use them. Be prepared to spend a good deal of time on your social media sites building your audience initially. Post on Facebook and Instagram regularly—some say several times per day—and on other sites at least once per day. You should respond to comments or inquiries as well.