

# Define Your **VISION**

To truly succeed at blogging, you need to have a clearly defined VISION.

Your vision includes WHY you do what you do, WHAT you write about, and your GOALS for the future.

Let's start with WHY.

## **Why?**

Why do you do what you do? Is it your hobby? Do you want to be famous? Are you hoping to make money? Be completely honest with yourself. There are no wrong or bad answers. It's just brainstorming. Just write.

BRAINSTORM: \_\_\_\_\_

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## ***Narrow It***

Now, be more specific. If you blog as a hobby, why do you enjoy it? If you want to be famous, for what do you hope to be known? If you want to make money, how much each month? Whatever your reason for blogging, be very specific.

BRAINSTORM: \_\_\_\_\_

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# What?

Now that you have direction in why you are blogging, examine the topics about which you are blogging.

First, answer this: What is the ONE THING you could write about forever and never run out of something to say?

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This is your passion.

Next, make a list of your current topics:

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## ***Narrow It***

Look at your list of topics and circle the ones that relate to your passion.

Mark a line through any topic that you only write about because you feel it will improve your position, make money, or some other begrudging reason.

The topics that remain should be the categories for your blog. (I recommend limiting topics to EIGHT or less.)

# GOALS

Typically, when you ask a blogger about his or her goals, they immediately reply with something related to numbers: traffic, money, influence, etc. For this exercise, the only numbers you are allowed to use are related to TIME.

How much time do you want to spend on your blog each week?

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How will your blog change in the next year?

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How will your blog change in the next three years?

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Will you still be blogging after five years? If so, about what?

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What knowledge are you lacking from making your vision a reality? What tools do you need to reach your goals?

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What steps do you plan to move toward your vision? Be as specific as possible.

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What is the MAIN THING holding you back from moving toward your vision?

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If you knew that you could not fail, what would you do beginning tomorrow?

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Remember to join the conversation in our Facebook group.