

Blog Action Plan Worksheet

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Blog Title	
Tagline	
What is the blog about? (Write "About" Paragraph)	
What makes you the expert? (Write "Bio" Paragraph)	
How often will you post? What day(s) of the week?	
What types of content? (News, Interviews, Columns)	
What media will you use? (Photos, Illustrations, Video, Audio)	
What are your Pages? (About, Contact, etc.)	
Social Media Sites	
Do you have a Mailing List? Newsletter?	
Blog Exchanges (What are your favorite blogs?)	

Blog Brainstorm

Topic/Title	Brief Description	Deadline

Project Catalyst **Debra Eckerling** works with individuals and small businesses to strategize, set goals, and manage their projects. She is the creator of **Write On Online**, a website and community for writers, creatives, and entrepreneurs and author of [Write On Blogging: 51 Tips to Create, Write & Promote Your Blog](#).

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