



## **Module 2 – Exercise 1**

### **Keyword Research Worksheet**

#### **Questions to Answer When Developing Keywords**

**(Be as specific as possible!)**

1. What book/product do you offer?
2. Why would your prospects need your book/product? What does it solve for them?
3. How would you describe what your book does to someone who has never heard of you?
4. How would you explain your book to someone who is new to you?





5. What keywords would your prospects use to find a solution like yours?
  
  
  
  
  
  
  
  
  
  
6. What are the industry problems that your book can solve for them?
  
  
  
  
  
  
  
  
  
  
7. What problems/pain points are your prospects facing?
  
  
  
  
  
  
  
  
  
  
8. What common questions do your prospects ask you?





9. How are your offerings special? What differentiates you from your competitors?

## Blog Planning Worksheet

### Your Blog Goals

**Goal 1:**





<b>Metrics</b>	
<b>Goal 2:</b>	
<b>Metrics:</b>	
<b>Goal 3:</b>	
<b>Metrics:</b>	

### Your Blog's Name

<b>Ideas:</b>	
<b>Name</b>	

### Technology

<b>Hosting Service:</b>	
<b>Blogging Platform:</b>	





<b>Blog Designer:</b>	
<b>Tech Maintenance:</b>	

### Define Your Target Audience

<b>Demographics:</b>	
<b>Needs &amp; Wants:</b>	
<b>Problems They Face:</b>	
<b>Metrics:</b>	
<b>How Do They Like to Consume Information?</b>	
<b>How Do They See Themselves?</b>	





**What Do They  
Expect From  
You?**

### **Primary Keywords for Blog**

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

### **Blog Categories**

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	

### **Keywords for Initial Posts**

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	





<b>4.</b>	
<b>5.</b>	
<b>6.</b>	
<b>7.</b>	
<b>8.</b>	
<b>9.</b>	
<b>10.</b>	





## Blogging Schedule

<b>Number of Times per Week:</b>	
<b>Days of the Week:</b>	
<b>Time of Day to Publish:</b>	

## Types of Content to Publish

<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	

## Blogging Responsibilities







TASK	Who?
Deciding What to Publish:	
Creating:	
Editing:	
Publishing:	
Promoting:	

