

YOUR AUDIENCE

Get specific about the people your brand is built to serve.

01 Who do you serve best?

02 What do they need, want, or worry about?

03 Where do they spend time online?

YOUR MESSAGE

Name what you stand for and what people should remember.

01 What do you offer, in one sentence?

02 What makes your perspective different?

03 What should someone remember after one visit?

YOUR NEXT MOVE

Turn reflection into a realistic plan.

01 Three content themes you can return to

02 A publishing rhythm you can sustain

03 Your first step this week