BUILD A BLOG: WHO, WHAT, HOW

What kind of digital author am I?

Who am I talking to?

How do I want people to see me? What do I want them to think about me?

Which techniques and tools will I use to tell my story?

What is my blog about? Which expertise of mine does it use?

Why is it important that I communicate this?

Platform I'm using (Youtube, Wordpress, etc):
WHO AM I TALKING TO?

Circle as many as you want. Add more if necessary.

Your friends
Your enemies
Your potential friends
Yourself
Your parents
Colleges
Teachers
Strangers
People who share the same interests as you
People who agree with you
People who disagree with you
Someone else? Please list:
What kind of digital author am I?

Circle as many as you want. Add more if necessary.

*Trendsetter: you know the newest thing and want to share it

*Techie: you love to figure things out and help others

*Watchdog: you want to protect people from injustice through education

*Teacher: you want to lead people to understanding

*Expert: you have deep knowledge and want to share it

*Explorer: new and unusual is your wheelhouse--and you like to tell people what you learn

*Critiquer: you don’t accept what people tell you, you like to explore all sides

*Tastemaker: you have great taste in media, fashion, video games--whatever--and want people to benefit from what you know

*Relationship maker: you are good at helping people understand each other

*Activist: you want to make change in the world

*Nurturer: you are good at helping people be at peace with themselves

*Experimenter: you take creative and intellectual risks

*Arguer: give you a point of view, you immediately figure out the other side

*Entertainer: you get strength from being “onstage”

*Researcher: you have questions that need answering

*Seeker of recognition for your competence: you are an expert and want people to know it

*other:
**How do I want people to see me?**
**What do I want them to think about me?**

Circle as many as you want. Add more if necessary.

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Why is it important to communicate this? What effect do I want it to have on readers and viewers?

Circle as many as you want. Add more if necessary.

Convince
Entertain
Make friends; make people like me
Make myself famous
Impress my audience with my competence and intelligence
Challenge people to question their beliefs

Make change in society
Encourage people to think
Help people relax
Teach people about my area of expertise

Make people aware of an important topic, group or cause
Teach people how to do something cool
Make people happy
Encourage communication between people
Which platform(s) will I use?

Circle as many as you want. Add more if necessary.

- YouTube
- Wordpress
- Anchor (podcast)
- Blogger
- Wix
- Weebly
- Soundcloud
- Vimeo
- Instagram
- Facebook
- Twitter
- VSCO
- Snapchat