

BRANDING *foundations*

YOU & YOUR BLOG

Why did you start your blog?

Even if you started your blog on a whim and it has now morphed into what it is today, there is a reason that you still do it. Really dig deep here to think about WHY you do what you do.



Brand messaging statement:

Your recipes are _____

Why are you the person to help your audience?

Have you been in their shoes before? Have you overcome their same struggles? Do you have a philosophy about food or cooking? A special skill that would help them solve their problems?



Brand messaging statement:

Your expertise comes from _____

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YOUR NICHE

What type of blog do you have? _____

What specialty within that type of blog do you fit into? _____

Within that specialty, what makes YOU and your blog different?

This could be ingredients that you use, your history. a philosophy about cooking or food, special training or skillset.



Brand messaging statement:

Your recipes are unique because _____

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YOUR AUDIENCE

Choose a name for your ideal reader _____
(optional, helpful for visualizing)

Is your reader male or female? Female Male

What is your reader's age range? _____

What is your reader's occupation? _____

Describe their family makeup _____

What are their other hobbies or interests? _____

How do they spend their days? What do they wish they spent their days
doing? _____

What are they struggling with? _____



Brand messaging statement:

Your readers would like to _____

YOUR MESSAGING

Now that you know who your audience is and why you are the person to help them, it's helpful to craft 3-5 brand messaging statements. Fill out the fill in the blank below to get some ideas started. Then fill in more of your own that come to mind!

Your expertise comes from _____

Your recipes are _____

Your recipes sometimes have _____

Your background _____

Your readers _____

