



## DEFINING YOUR AUDIENCE

Choose a name for your ideal reader. \_\_\_\_\_

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? \_\_\_\_\_

\_\_\_\_\_

**Not sure what your audience is struggling with?  
Click here to download the checklist for questions to  
ask your audience in a survey.**

# 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.*

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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?*

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# BRANDING *foundations*

## YOUR NICHE

What type of blog do you have? \_\_\_\_\_

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

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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.*

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# BRANDING *foundations*

## 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 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 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Not sure how to use this messaging now that you have it?  
Here are 5 places to add your strategic messaging.**