

BLOG HEADER TAGLINE WORKSHEET

DESIGN YOUR OWN  BLOG

This worksheet will help you write a tagline for your blog that helps people identify what it's about and how it will help them.

STEP ONE:

What is your mission for your blog?

Who is your audience?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question 'Who is your audience?'. The box is positioned below the question and occupies the upper half of the page.

What will you offer your audience?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question 'What will you offer your audience?'. The box is positioned below the question and occupies the lower half of the page.

How will what you offer be different?

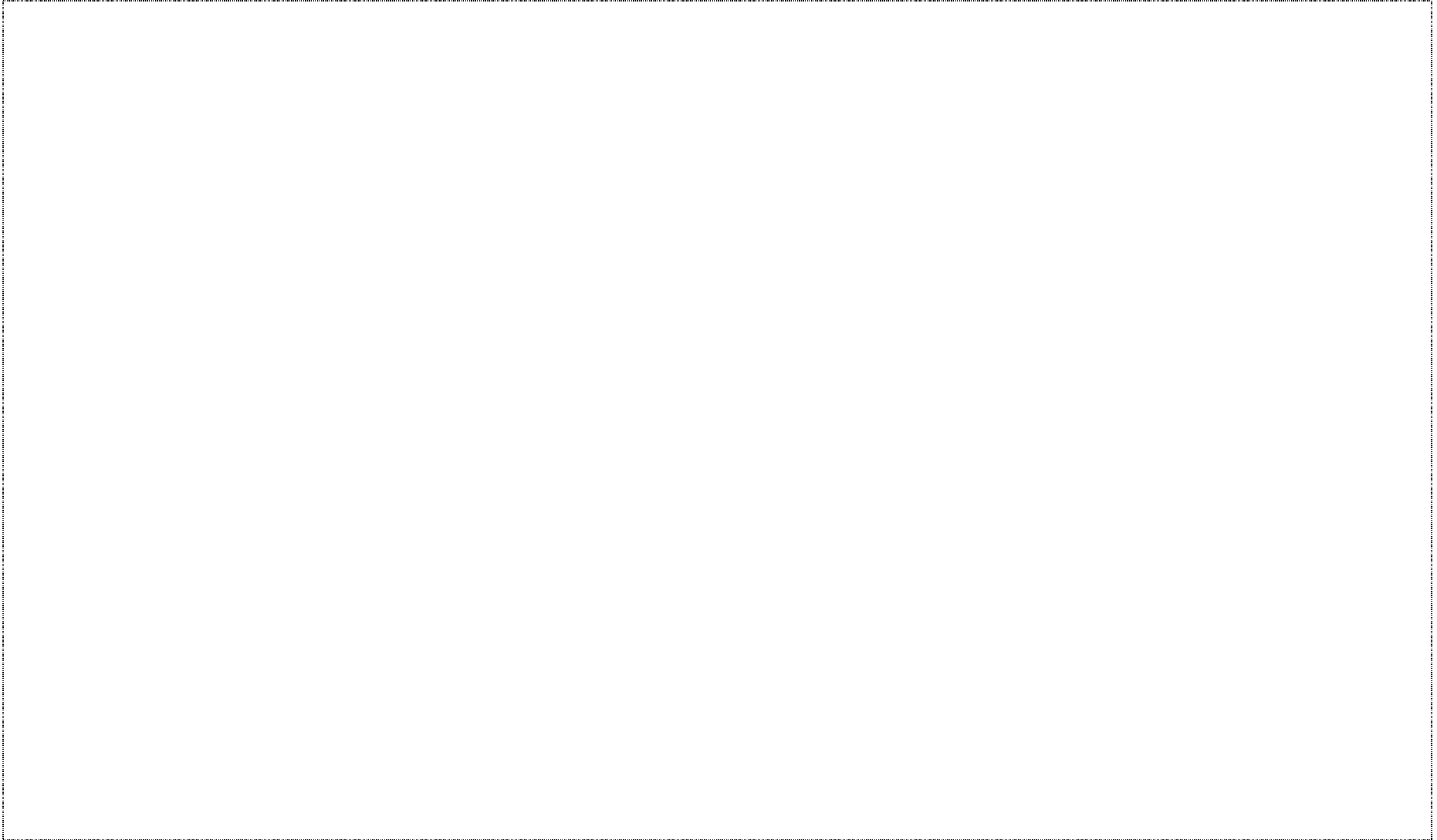
A large, empty rectangular box with a thin black border, intended for a handwritten or typed response to the question above it.

What is your brand's personality?

A large, empty rectangular box with a thin black border, intended for a handwritten or typed response to the question above it.

STEP TWO:

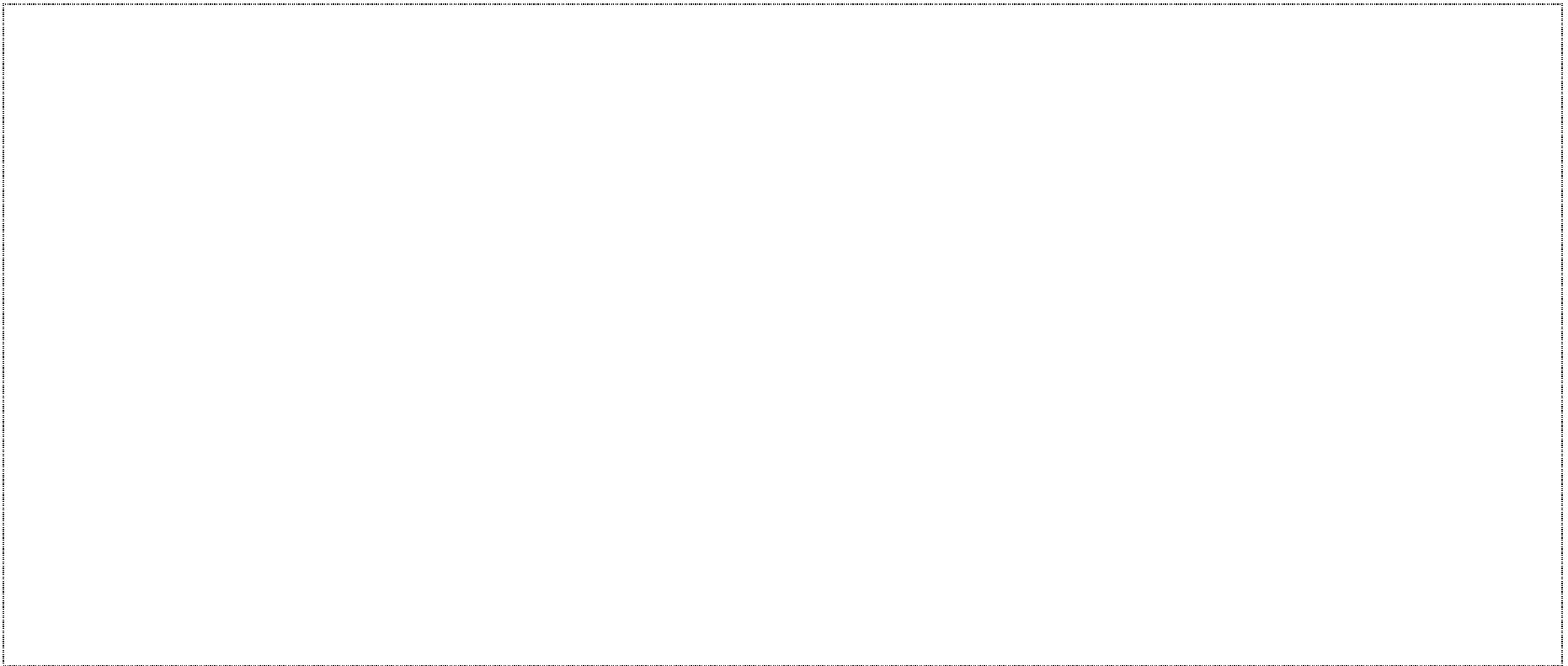
Let's combine our answers from the 5 questions above into a short paragraph:

A large, empty rectangular box with a thin black border, intended for writing a paragraph. The box is currently blank.

Your USP (Unique Selling Proposition)

Now let's create a shorter, more impactful statement:

I am a [your professional identity, e.g., author, speaker, blogger, coach, etc].
I help [your target audience],
do/understand [your unique solution],
so that [your promised transformation].



STEP THREE:

Scrunch your USP down into a short, powerful tagline:

A large, empty rectangular box with a dotted border, intended for writing a tagline. The box is positioned below the text and occupies most of the page's width and height.