Blogging for Business Course Brainstorm

Note: please print this out and bring it along to our course. You will not be forced to share it but we will be referring to it throughout the day. This creative brainstorm is best done away from your normal workplace, somewhere relaxing and enjoyable to sit, reflect and get creative! There are no wrong answers, but please do think through your responses. Take your time. Enjoy the process.

When prospects email or talk with you, what are they frequently asking about? (Please discount “what’s your price?” or “where are you located?” and think about other frequently asked questions.) Write as many FAQs as you can think of.

What questions do you wish your prospects would ask you instead?

What specific areas of what you do are little known or misunderstood by your prospects?

Please go to what you think are the top 3 news websites in your niche, sector or industry. Note down any recurring topics that are popular (you don’t need to list all topics, just topics that you see are repeated or topical.)

Do you agree or disagree with what’s currently being ‘put out there’ in your niche, sector or industry?

What stops people from buying or engaging your business? NOT your price or convenience, but other things. Please rely on evidence here as much as possible, not guesses. What conversations have you had with prospects who’ve told you about why they’re not buying? What have prospects told you or inferred (apart from “too expensive” or “it’s not convenient right now”).

Write down 5 specific things that your ideal client grapples with that relate to what your business does. Again, refer to evidence if you can. Even better, write these in the words of your prospects and ideal clients.

Now match each of these with 5 specific outcomes of your offerings.

List at least two of your clients or jobs that you want to showcase – why are these particular stories relevant to your ideal clients? What are they illustrating about your business?

What do you believe people desperately need to know more about that relates to what you do, and that isn’t being widely discussed?

What do you want your business to be known for?

What do you find yourself repeatedly ranting to friends/colleagues about that relates to what you do? What do you stand for?