

# 1

## **MODULE: FOUNDATIONS** **NARROWING YOUR FOCUS**

# 1

## MODULE: FOUNDATIONS NARROWING YOUR FOCUS

Once again, specificity is good. Being truthful and real is always the best bet - especially when you're the only one reading the answers ;)

---

What is your blog about? What are your main topics?

What skills, experiences and knowledge do you have around your particular topic?

# 1

## MODULE: FOUNDATIONS NARROWING YOUR FOCUS

What are 3 things that make you memorable?

What is your blog's personality going to be? You may find this easier if you think of your blog like a person. How would you describe them? Funny, reserved, whimsical, approachable, sarcastic, etc. Tip: The closer this is to the authentic you, the better!

# 1

## MODULE: FOUNDATIONS NARROWING YOUR FOCUS

What are your core values and through natural extension, your blog's values?

List any ways in which you've settled for less than you deserved or wanted, either recently or in the past.