



# Mission Statement

FOR: \_\_\_\_\_

## YOUR WHY

People don't follow WHAT you do, they follow WHY you do it. Why do you want to start a blog? Why should readers follow your blog?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## YOUR TARGET AUDIENCE

Think about WHO needs what you want to write about. What is their lifestyle? Do they have kids? What frustrates them the most and keeps them awake at night?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## KEY MESSAGES

Write down 1-2 phrases that you want to be known for, and let those phrases find their way into your elevator pitch, your media kit, your about page, and social media bios.

\_\_\_\_\_  
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\_\_\_\_\_

TOPICS COVERED

List the main topics you want to write about and be very specific. Even though other blogs cover these same topics, write down what unique perspective you will bring to them.

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SITE DESCRIPTION

Use your WHY, your target audience, key messages, and topics covered to create a 150-200 word paragraph about your site that describes what you do. This is especially helpful to reference when you apply to sponsorship opportunities.

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