

Amplify:

Sharing Your Story Through Blogging

Develop Your Own Mission Statement:

Use this template to create your own mission 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**].

Now it's your turn. Fill in the blanks below:

■ I am: _____.

■ I help: _____.

■ do or understand: _____.

■ so that they: _____.

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Who is your audience?

The more focused your writing is to one person, the more it will resonate with every individual that visits your page. Take a few moments to think about your ideal audience member:

Demographics:

- Male or Female:
- Age:
- Stage in life (is he/she married, has kids, grandparent, single, student, etc):

Activities

- What do they eat for breakfast?
- What do they get out of bed for?
- What type of job do they have?
- What do they do for fun?
- Where do they read your blog? (bus, breakfast, break, etc)

Felt needs

- What obstacle might they face today?
- Why do they read blogs (information/inspiration/loyalty)?
- Do they hear God easily?
- Do they know Jesus?
- Do they live with/work with primarily emotionally challenged people? Emotionally repressed people? Explosive people?

Aspirations

- Where do they want to be 10 years from now?
- Do they connect their daily life with God's mission?

Marketing thoughts

- What do you want them to do first when they come to your page?
- What do you want them to do next?

Homework:

Search google images until you find a picture of this person. Print it and put it by your computer.