

Are you stuck trying to figure out what your blog/brand passion is?

Do you have enough passion around your mission
to take you to the next level of revenue or blog reach?

If you are still looking for the spark that gets you giddy with excitement, complete our Blog/Brand Passion Inventory List below to stir up the ideas. Print this inventory, find a quiet spot for 10 minutes (at least) and take pen to paper to answer the questions below. Do not hold back!

What has been your favorite blog post and why is it your favorite?

What has been your least favorite blog post and why aren't you as excited about it?

Which of your posts have the most pageviews, comments or shares?

What is your best blog skill (e.g. writing, technology, photos, video, etc.)?

What would you like to teach others? _____

Who would you like to emulate? What stands out for this role model that you would like to adopt? _____

Would you rather be in front of the camera or behind it? _____

What do you want your legacy to be? _____

If you could start a club now, what would that club be? _____

Who raises you up (and why)? _____

Who brings you down? _____

BLOG / BRAND PASSION

INVENTORY LIST QUESTIONNAIRE CONT. PG.2

If you had to pick a one-word theme for the year - what would that word be?

What gives you the most stress with blogging? Could anyone else take on that responsibility?

Is there a new blogging medium you would like to learn (e.g. video, podcasting)?

What is your elevator pitch for your blog/brand?

How would others describe you? Which of those qualities make you smile?

If you eliminated all barriers and limiting beliefs - what would you be doing in your perfect day?

What skills would you like to develop? _____

Who would you like to see play you in a movie of you achieving your dreams?

If you could start your blog over - what would you do differently? What is stopping you from making those changes today? _____

BLOG / BRAND PASSION

INVENTORY LIST QUESTIONNAIRE CONT. PG.3

Would you like to write a book? If so, on what topic(s)?

Would you like to sell physical products? If so, what are they? _____

Which companies would be your ideal sponsors or partners? Are you following them on social media channels? _____

What is on your blog tool wish list (e.g. new camera, Macbook)? What would you use it for that you are not doing today? _____

Are you ready to set aside dedicated time each week to move forward? _____

Reread your answers to see if you see a theme of qualities and interests that stand out that you can further develop. Also, identify any roadblocks that should be eliminated to help you move forward.

Tweetable to share:

I'm taking inventory with the @ChicaCircle sisters & thankful for those supporting my blog passion- stay tuned! #CreativeBlogTalk