Before you write your next blog post, ask yourself this

You want to grow your blog. You want to write consistently. You want to be shared widely.

All bloggers do. But not all bloggers succeed.

With all things being equal, (posting well written, well research, thoughtful, grammatically-correct and spell-checked posts) what sets successful bloggers apart?

Successful bloggers know the answer to this question:

Who will read this blog post?

In other words, they know and understand their **target audience.**

If you know your target audience, you will write the stuff that is relevant, useful and/or interesting to them.

Let's say you are a plumber who blogs about plumbing issues. Who is your target audience? Is it potential customers? Or is it young plumbers who want to learn the business? If it is the former, then your blog posts would perhaps be focused on what causes plumbing issues and do-it-yourself tips to keep plumbing working well. If your target audience is young plumbers interested in learning the tricks of the trade, you might write about how to get customers or how to find the best plumbing supply vendors.

If you don't define your target audience, and think about their needs, you will have an unfocused blog, and you will end up reaching no one.

So before you write your next blog post, ask yourself **who will want to read this?** If the answer is not a member of your

defined target audience, think twice about posting.