1. The blog's primary content topic is:

2. The blog's primary business/monetization goal is:

3. The blog's primary audience/ideal customer is:

4. The three (3) things that differentiate me from everyone else in my niche are:

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5. The top five (5) unique things my readers/clients/customers should learn from my brand are:

6. The top five (5) things my readers/clients/customers seem to have trouble with or need extra info about are:

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7. The main thing(s) I want my next heroic blog post to achieve for my brand (use the 'Purpose List' from blog post: olyvia.co/valuable-blog-content):

8. My blog post idea brain dump after reflecting on items 1-7 and where they intersect:

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