

# BRAIN DUMP

*Don't overthink any of these questions, instead jot down anything and everything that comes to mind.*

## WHAT ARE YOUR HOBBIES?

*Maybe it's something you used to do but don't spend much time doing anymore, or something you really loved as a kid. What could you spend your time doing all day?*

## WHAT DO PEOPLE ASK YOU FOR HELP WITH? OR IS THERE ANYTHING YOU WANT TO LEARN MORE ABOUT?

## WHAT TOPICS GENERALLY COME UP IN YOUR CONVERSATIONS WITH FRIENDS AND FAMILY?

## WHEN YOUR MIND WANDERS, WHAT ARE YOU OFTEN DAYDREAMING ABOUT?

## WHAT ARE YOUR FAVORITE BLOGS, BOOKS, OR MAGAZINES?

## WHAT PROBLEMS CAN YOU SOLVE FOR OTHER PEOPLE?

## WHAT TYPE OF PERSON DO YOU WANT TO ATTRACT TO YOUR BLOG?

*Are you talking primarily to men, women or both? Are they single, married, do they have kids or pets? What are their interests and buying habits? You can think of a specific person you already know, or make one up.*

## WHAT IS YOUR MAIN PURPOSE FOR STARTING A BLOG?