

Exercise 1 - Defining your Unique Voice

1. What is your blogging goal?

Think this over for some time. Write everything you want from your blog in the long run. This will help you keep your eye on the prize and steer your content in the right direction.

2. What are you passionate about?

Make a list in the boxes below. This will help you define categories for your blog.

- | | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

Once you list the categories, section each into a sub-category. Ask yourself before you list the sub-categories: what would I like to talk about/focus on? For example, if your category is books, a sub-category could be reviews, extracts, favorite reads, etc.

Category 1

Category 2

Category 3

Sub-Categories

Category 4

Category 5

Category 6

Sub-Categories

3. Who is your ideal reader?

Answer this question with regards to your categories. What would your ideal reader want to read? Why will they come to your blog?

For instance, if one of your categories is parenting, who will be your ideal reader and how will he/she benefit from your blog?

4. Who are you as a person?

List down the attributes that define you. This will help you to judge if you add your unique flavor to your posts. Alternatively, you can use this as a roadmap to making your content uniquely you.

5. How do you make your post authentic?

They say there are no original ideas - only interpretations of the same idea. Answer a few questions in the box below:

- What value is your post adding in the reader's life?
- Why should they spend the time and effort to read your post?
- What is the x-factor in your post?
- What is it that makes your reader come back to your blog?

Come back to you?

6. How will you present the content?

You know what you want to write, you know how you will make this post your own. Now comes the next important step - how will you break up the content?

Would it be a:

- Listicle
- Short read
- Long read
- Full of anecdotes
- Well-researched
- Funny
- Photo essay
- An opinion piece
- Something else?

To choose, think of the best way to communicate your content.

7. Read every post and reflect - is this how you talk?

Your every post is your reflection. It may be on any topic but each post gives a sneak peek to the reader about the blogger/author. So, once you're done drafting the post, read it aloud and think - Is this how I talk. Does your writing bring out exactly what you want to say? If not, then rewrite. Rewrite till you get the tone right!

Finding your unique voice is crucial in the blogosphere. With so many voices and blogs around, writing on more or less on the same topics, it's your Unique Voice that will help you create an impact.

Work on the above points. Put these in practice. Draft every post keeping in mind the above pointers.

As you can see this is only exercise 1. We have one more coming up, so stay tuned.

PS: We also have a certificate course on Unique Content and Voice. You can enroll for it [here](#).