WordCamp Birmingham 2017

Who, What, Why, and When of Blogging

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<u>#Hopesmith</u>.

<u>**#Dream**</u> inspirer.

Master of "it's all about <u>**#relationships**</u>."

Aficionado of inappropriate laughter

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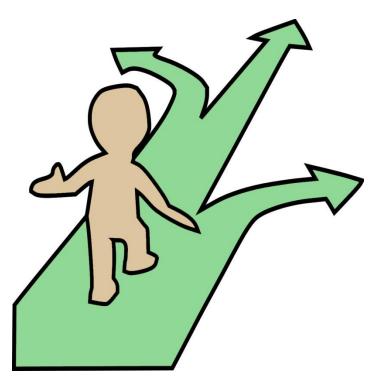
Answer 4 Questions:

Why Who What When

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They want to dictate my path



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NO MORE BOXES!



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Why are you writing?

Drive Vision Mission

Goal

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Driving Force

Where there is a will



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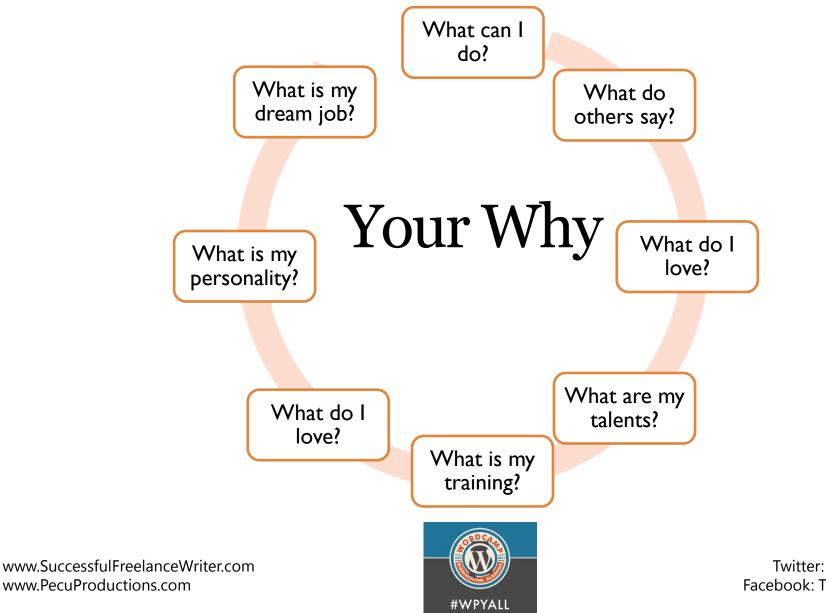
It takes a vision

Create Clear Vision 1. Let ideas happen 2. Keep notes 3. Listen to others 4. Be creative 5. Hone the images 6. Summarize

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Your Vision Statement

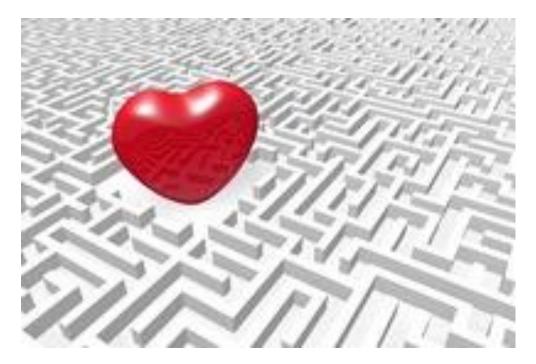
Turn your responses into "to" statements. I am doing this TO _____. These statements represent your why



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You Need a Defined Mission



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Mission Statement:

Mission statement – What are the needs you are addressing? What actions will you take to address those needs? What are the fundamental principles that are guiding your work?

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SMART GOALS

Specific – what is involved in attaining the BIG DREAM – be clear and break it down into three to twelve pieces.

Measurable – the pieces have to have a limit that can be measured.

Attainable – the pieces need to be something that can be reached and not below where you are now.

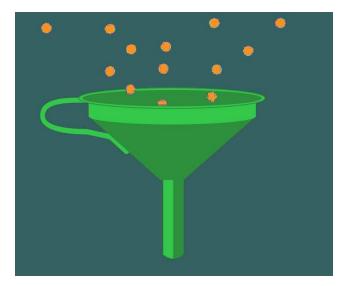
Relevant – each piece should be consistent with the BIG DREAM – pieces that aren't within that BIG DREAM should be shifted to another place or released altogether.

Time-bound – there needs to be a time limit that will help drive the urgency and also give you a finish line to work towards.

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Funnel it down to focus



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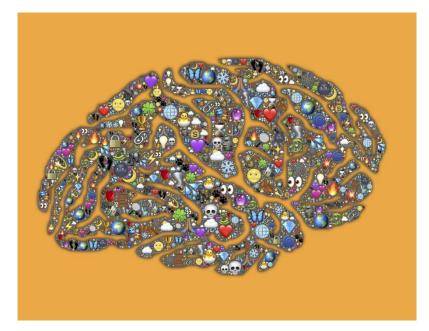




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Psychographic



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Geographic



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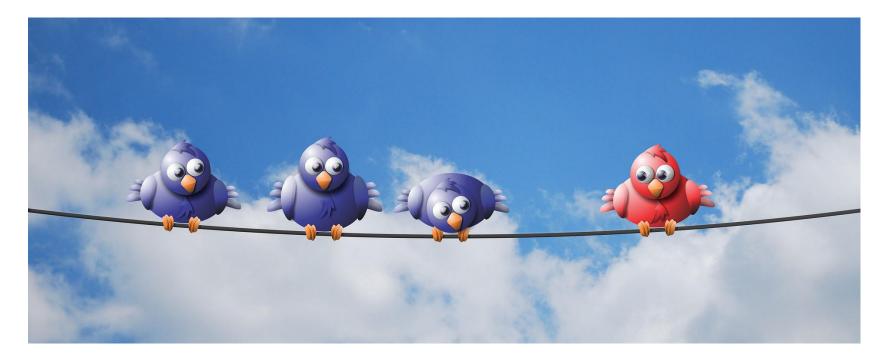
Demographic



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There can be only ONE!



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Defining your ONE



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Why are you writing? Who are you writing for?

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What are you trying to get?



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What is your desire?



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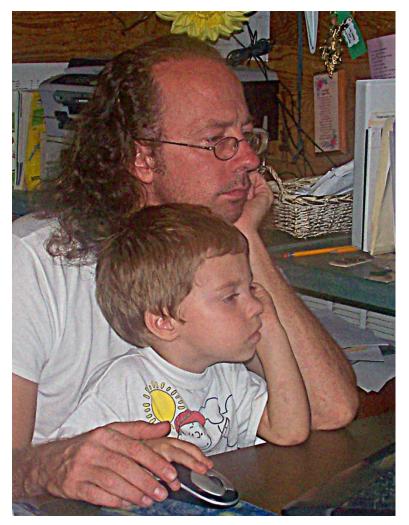


MONEY?



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SHARING?

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World Domination?



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Know Why Know Who Know What

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NOT!

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Schedule

	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
	Spencer	Kathy	Spencer	Kathy	Spencer	Kathy			Spencer	Kathy
4:00 AM		Wakeup								
4:30 AM		Scripture								
5:00 AM		Scripture								
5:30 AM		focus folder		focus folder	1	focus folder		focus folder		focus folder
6:00 AM		exercise								
6:30 AM		exercise								
7:00 AM	wakeup	Get Ready								
7:30 AM	breakfast/chores	breakfast/chores								
8:00 AM	breakfast/chores	breakfast/chores								
8:30 AM	CULLMAN CO-OP	CULLMAN CO-OP	break	break	break	break	HOLLY POND CC	HOLLY POND CC	break	break
9:00 AM		writing	school	writing/schoool help	school	writing/schoool help			school	writing/schoool help
9:30 AM		writing	school	writing/schoool help	school	writing/schoool help			school	writing/schoool help
10:00 AM		writing	school	writing	school	writing			school	writing
10:30 AM		writing	school	writing	school	writing			school	writing
11:00 AM		writing	LUNCH/CHORES	LUNCH/CHORES	LUNCH/CHORES	LUNCH/CHORES			LUNCH/CHORES	LUNCH/CHORES
11:30 AM		writing	LUNCH/CHORES	LUNCH/CHORES	LUNCH/CHORES	LUNCH/CHORES			LUNCH/CHORES	LUNCH/CHORES
12:00 PM			school	WC online meeting	school	WC online meeting			school	WC online meeting
12:30 PM	LUNCH	LUNCH	school	WC online meeting	school	WC online meeting	LUNCH	LUNCH	school	WC online meeting
1:00 PM		reading	school	social media/writing	school	social media/writing			school	social media/writing
1:30 PM		reading	school	social media/writing	school	social media/writing			school	social media/writing
2:00 PM		reading	PE	exercise	PE	exercise			PE	exercise
2:30 PM			PE	exercise	PE	exercise			PE	exercise
3:00 PM	school/work		Art	Write	Art	Write	school/work		Art	Write
3:30 PM	school work		break	break	break	break	school work		break	break
4:00 PM	free time	podcast/social media	school/free time	podcast/social media	school/free time	podcast/social media	free time	podcast/social media	school/free time	podcast/social media
4:30 PM	free time	dinner prep	school/free time	dinner prep	school/free time	dinner prep	free time	dinner prep	school/free time	dinner prep
5:00 PM	dinner/chores	dinner/chores								
5:30 PM	dinner/chores	dinner/chores								
6:00 PM	read/family	read/family								
6:30 PM	read/family	read/family								
7:00 PM	read/family	read/family								
7:30 PM	read/family	read/family								
8:00 PM	quiet time	stretch								
8:30 PM	quiet time	Scripture								
9:00 PM	lights out	Scripture								
9:30 PM		focus folder								

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