



SHONNIE LAVENDER

Ready to Become a Blogger?

Blogs are fantastic tools that can help you reach more people, share your wisdom, and even, in the long-run, make money. However, that doesn't mean that blogs are right for everyone. Before you invest in blogging, take this short assessment to see if blogging is an appropriate step for you and your business.

Instructions

Check either the "yes" or "no" box for each statement shown.

	Yes	No
I enjoy writing and can do it frequently without it feeling like a chore.	<input type="checkbox"/>	<input type="checkbox"/>
I like spending time on my computer and the internet.	<input type="checkbox"/>	<input type="checkbox"/>
I am willing and able to devote time to blogging each day.	<input type="checkbox"/>	<input type="checkbox"/>
I would like to learn more about technology.	<input type="checkbox"/>	<input type="checkbox"/>
My ideal clients/customers use the internet.	<input type="checkbox"/>	<input type="checkbox"/>
My specialty/business is something people want to learn more about.	<input type="checkbox"/>	<input type="checkbox"/>
When I hit obstacles, I'm determined to find my way past them.	<input type="checkbox"/>	<input type="checkbox"/>
I have knowledge or wisdom I want to share.	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy connecting with others and engaging in conversation.	<input type="checkbox"/>	<input type="checkbox"/>
I have, or will find, someone to support me through the startup phase.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring

Start with a score of zero. For all statements that you answered with "yes," add one point. "No" responses receive zero points. Add your points and write your total here _____. Read the text below that corresponds to your point total.

Totals

6-10 points	Blogging is likely to be something you'll enjoy, benefit from, and use effectively in your business. My suggestion: Help ensure a smooth start and seed your future success by taking classes or working with a blog coach (like me) who can guide you along your journey.
4-5 points	Blogging may be a good fit for you, yet you're right in the middle of the scale. My suggestion: Use the free version of WordPress (WordPress.com) to launch your blog and play with it for awhile before investing loads of time and energy.
0-3 points	Blogging is likely to become an obligation rather than something you truly enjoy. My suggestion: Revisit your main reasons for considering blogging in the first place and see if there's a more natural way for you to achieve your goals.

This assessment was created by blog coach, Shonnie Lavender, who helps simplify the blog learning curve for tech-shy, time-starved business professionals. Learn more at: ShonnieLavender.com/blogcoach.