

NEWBIE BLOGGER

quiz

You're attracted to blogging – there's no doubt about that. But why? If you aren't sure what motivates you, it will be hard to set goals for yourself as a blogger, businesswoman, and all around #girlboss. Take this quiz to find out what motivates you and what you want your followers to get from you.

1. What kind of content do you like to share with your audience?

- Updates on your day-to-day adventures
- Content that shows your product in action!
- Short stories and quotes of the day
- Artsy pictures—anything that catches your eye
- Helpful hacks that make their life easier

2. Your voice is ...

- Friendly, relatable, and expressive
- Captivating, professional, and charismatic
- Inspiring, motivational, and moving
- Trendy & upbeat
- Informative, helpful, and supportive

3. How would you describe your ideal consumer or follower?

- Fun-loving and lighthearted
- On the hunt for a solution to a problem
- Inspiration-hungry
- Wanting to stay up-to-date with the latest trends
- Eager to learn and apply their new-found knowledge

4. What is your brand's greatest strength?

- Your warm personality and knack for networking
- Your products—duh!
- Your values and core beliefs
- Your drive to always improve and try new things
- Your ability to educate

IF YOU CHOSE ...

Mostly A:

THE GIRL NEXT DOOR

Your brand is all about connecting with your audience on their level. You love meeting new people and sharing your daily life with your followers!

Your personal brand has a fun, laid-back vibe and makes everyone feel like they're your best friend!

Mostly B:

THE #GIRLBOSS

You're a business-minded gal! Your mission is to raise awareness of your company and what it has to offer. You're all about communicating the benefits of your products and services and showing how they can be incorporated into any lifestyle!

Mostly C:

THE HERO

Your core values are your ride or die! You have a message to share and use your platform to get the word out! You stand by your brand's values and don't stray away from your purpose.

Mostly D:

THE TRENDSETTER

If there's a new trend, you're the first in line! Along with this, you love creating new things and introducing them to your audience, whether it be creating a new fashion line or DIY project.

Mostly E:

THE GURU

Your followers consider you to be the go-to gal in your industry. You're an expert at researching and keeping for followers updated and informed, and they look to you for advice and inspiration!

Monetary Goals

You can't deny that money is important for survival (and success), so it's equally important to think about what you want to get out of your blog when setting your goals. Be realistic and make sure you consider what it is you want.

MY CAREER IS ...

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SOMETHING ELSE

blogging is a hobby right now, and my day job brings in the paycheck



You love blogging in your free time and feel rewarded even without any money from it. But remember, a hobby costs money (think about those pricey ballet lessons you took as a little girl) so be prepared for blogging to put a dent in your monthly paycheck. It may be small, but if it's a big chunk that you are losing it might be time to consider doing some paid collaborations to break even, or accept complementary products in exchange for brand promotion. It's not selling out if you remain true to your brand!

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SOMETHING ELSE

but I would like to make some side income from blogging.



You blog too much for it just to be a hobby, so it's time to earn a little extra on the side for your hard work! Set your monetary goals accordingly with how much time you spend working on your blog, and the investments that you have put into it, like your webpage and that nice camera for your #OOTD photos. Make sure you are at least breaking even with what you are putting into it; no one wants to be in the red!

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SOMETHING ELSE

but I'd like to blog full time and draw income.



You can pay the bills with your current work situation, but maybe you aren't happy! Consider your options when making your monetary goals, i.e. how much extra income would you LIKE? How much do you NEED? How much would it take for you to be able to leave your current job and blog full time?

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BLOGGING

- that's my sole source of income.



You need to replace a traditional job salary with income from your blog, so set your goals accordingly. You need to be bringing in at least 4 figures a month to survive off of, but set your goals high if you want to be a success! Don't just set goals to pay the bills – set goals for growing your brand down the line.