**Blog Segmentation Planning Guide**

The goal for this guide is to move away from “ideas” and to now focus on specific actions you can take to execute on your business blogging segmentation efforts.

Ultimately you are the expert of your own business so you should feel free to mold this document and the questions to more adequately represent the unique needs of your own business.

Looking back on your just completed Blog Segmentation Planning Guide efforts you should by now have a very good sense of who your buyers are and also some areas that they tend to respond to.

In any order, please write down 5 very specific potential blog post ideas that might be a great fit for a specific segment of your audience:

Now come up with 5 more blog post ideas that are hyper targeted towards not only a specific buyer persona, but also a very specific need for the particular buyer persona:

Of the above 10 ideas please cross out the 4 worst ones.

Of the remaining 6 ideas you should write the following posts:

The one that seems the easiest to write

The one that you are most excited about writing

The one that is focused on the buyer persona that represents your “best” customer

The one that is focused on the buyer persona that represents your “second best customer

If you want to also use those 2 remaining ideas there is nothing stopping you.

Now start writing!