



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

# Planning a Blog Post Series

## Worksheet #2: Choose the Best Option

Rate topic relevance for you and your market from 1 (Poor) to 5 (Excellent).

TOPIC & PREMISE	EVALUATION		
	CRITERIA	TO YOUR BUSINESS	TO YOUR MARKET
1.	Relevance		
	Urgency		
	Uniqueness		
	Efficiency		
	<b>TOTALS</b>		
2.	Relevance		
	Urgency		
	Uniqueness		
	Efficiency		
	<b>TOTALS</b>		
3.	Relevance		
	Urgency		
	Uniqueness		
	Efficiency		
	<b>TOTALS</b>		