

# Which travel blog format suits you?

## 1. Why are you blogging?

- for family and friends B V E M P
- to raise money B V E M P
- to explain politics and / or culture B V P
- to inspire others B V P
- for my own memory, as a diary B V P
- as a report for donors B E
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## 2. Who is your audience?

- people I know (parents, friends, colleagues, ...)
- readers I don't know

How much time do they have? -----

What do they want to read / see / hear?

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Blog	Video	Email	Messenger App	Podcast
<ul style="list-style-type: none"> <li>&gt; expanding audience</li> <li>&gt; password protected for your own journaling</li> </ul>	<ul style="list-style-type: none"> <li>&gt; visual, personal inspiration for others</li> <li>&gt; expanding audience</li> <li>&gt; wide range from amateur to pro</li> <li>&gt; password protected for closest friends</li> </ul>	<ul style="list-style-type: none"> <li>&gt; unmissable for a targeted readership</li> <li>&gt; feedback not guaranteed</li> <li>&gt; Keep it short!</li> </ul>	<ul style="list-style-type: none"> <li>&gt; short and quick</li> <li>&gt; known audience</li> <li>&gt; feedback made easy</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Unless you have a great voice or something to deliver beyond travel, this is for an audience who knows you.</li> </ul>