

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
-
-
-

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?

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