

10 Most Frequently Asked Questions

Write down the 10 most frequently asked questions by your customers or potential customers. Complete the worksheet on the following page for each question below.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



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Question 1: Worksheet

What is the #1 most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
- ☐ Can you create an image to be used on social sites for this question, linking back to your blog?

Next:

Once you have written your short answer and gathered any supporting information and material, you can sit down and write your first blog. Make it entertaining and relate it back to your customers in a manner they will understand - techno-jargon is not what your customer will be looking for. Give the blog a catchy title 'Where we buy our produce' is not as good as 'Sourced Locally for Locals' is better. Remember to use words when writing your potential customers may be using to search for your product or service in your post.



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Question 2: Worksheet

What is the second most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Question 3: Worksheet

What is the third most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Do you have literature to support this question/answer? | <input type="checkbox"/> Do you have images available to support this answer? |
| <input type="checkbox"/> Can you create a case study or story about this question? | <input type="checkbox"/> Is there a supplier website or literature available to support this answer. |
| <input type="checkbox"/> Can you create an image to be used on social sites for this question, linking back to your blog? | |

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Question 4: Worksheet

What is the fourth most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Question 5: Worksheet

What is the fifth most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
- ☐ Can you create an image to be used on social sites for this question, linking back to your blog?

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Question 6: Worksheet

What is the sixth most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Question 7: Worksheet

What is the seventh most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Question 8: Worksheet

What is the eighth most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Question 9: Worksheet

What is the ninth most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Question 10: Worksheet

What is the tenth most frequently asked question?

Short Answer:

Other blog ideas as a result of this answer:

Supporting Material and Items to Think About: (Check all that apply)

- ☐ Do you have literature to support this question/answer? ☐ Do you have images available to support this answer?
- ☐ Can you create a case study or story about this question? ☐ Is there a supplier website or literature available to support this answer.
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Blog Writing Tips

1. Catchy title that is searchable (includes words the blog is about)
2. Keep the post to one topic.
3. An Image - people are attracted by images - it may be the reason people read your blog.
4. **SEO:** Use keywords specifically about the topic you are writing about. Think in terms of what a consumer would type if searching for your product or service.
5. Write short paragraphs - people skim, they do not necessarily read every word. Make it easy for them.
6. Use sub-headings strategically to get the point across at a glance.
7. **Call to Action:** Provide a link to where more information can be found - a download, another page on your website or the contact page when your blog is about your products or services.
8. Make it entertaining and an easy read.
9. Keep it simple.
10. Know your audience.



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