Why your blog is not bringing clients

check the audience, the product and what happens between a publication and an order.

Timofey Chebaturkin

---

the complete article, its interactive examples and its worksheet are available in Russian. this page introduces what you will find there.

Seven checks, with the audience and product first

look at who needs the work, whether the format and terms fit their situation, whether the offer reaches them, what they understand about it, what evidence they can inspect, how they can get in touch and what happens in the conversation.

the teaching examples compare the questions of two readers, two ways of helping with a workplace call, and a possible route to an inquiry. the article does not claim these examples are Timofey’s client projects.

© 2026 Timofey Chebaturkin

Choose a check and keep your plan

the worksheet keeps observed difficulties separate from unknown information. you choose one next check and write your own observation, hypothesis, next action and evidence to watch. it does not score your blog, establish a cause or predict sales.

answers stay in the page’s memory. no registration or contact information is required. you can copy or download the plan.

Read the full article and use the worksheet ↗

chebaturkin.com

© 2026 Timofey Chebaturkin

Work on your personal media

if you need help with the writing or design of your personal media, send a link and tell me what you want to change.

write to me in telegram ↗

what I can help with ↗

More to read

you will find more articles, examples and working notes in my archive.

chebaturkin.com/en/archive/

if the website does not open with your vpn on, turn it off and open the link again.

© 2026 Timofey Chebaturkin

chebaturkin.com/en/archive/blog-clients/

you can share this file intact, with the author and source preserved. for republication or adaptation, contact me.

t.me/chebaturkin