Blog Business Profit Plan

Looking to build a profitable online business? Get my free resources for bloggers and entrepreneurs to help you build the business of your dreams.



Business Summary

- [ ] Mission statement
- [ ] Business goals
- [ ] Products + services
- [ ] Your current + future growth
- [ ] Financial goals
- [ ] Your expenses
- [ ] Tasks you can outsource?
- [ ] Business structure

Brand Summary

- [ ] What makes you unique?
- [ ] What's your one thing?
- [ ] Who's your person?
- [ ] Brand promise
- [ ] Brand tone + mood

Brand Identity

- [ ] Fonts + colors
- [ ] Images
- [ ] Logo
- [ ] Social media

Competitor Analysis

- [ ] Who are your competitors?
- [ ] Analyze their strategy
- [ ] What sets them apart?

Niche Research

- [ ] Start with your passions
- [ ] Who is your ideal reader?
- [ ] Create a survey
- [ ] Look at social media

Services + Products

- [ ] How are your products different?
- [ ] How do they help your audience?

Building Your Audience

- [ ] Website
- [ ] Mailing list
- [ ] Social media

Content Strategy

- [ ] Outline high-level goals
- [ ] Determine strategies
- [ ] Content creation + frequency
- [ ] Time + resources

- [ ] Creating content that converts

Marketing + Growth

- [ ] Marketing plan
- [ ] Marketing tools
- [ ] Outsourcing tasks
- [ ] Blog promotion
- [ ] Growing your blog

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