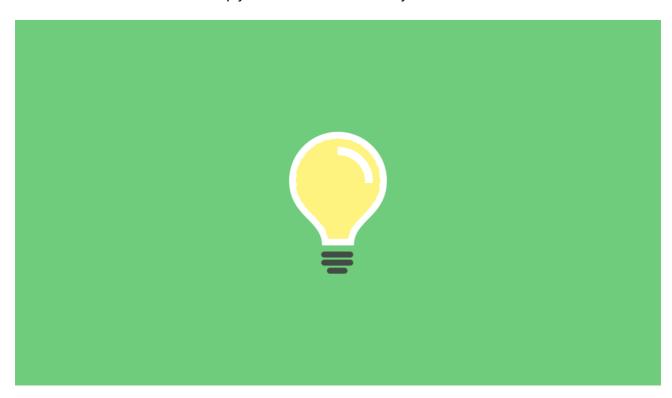
Blog Business Profit Plan

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	Make and Share Free Checklists
	checkli.com