

# Blog Profit Plan

How to Create an Epic Blog Business Plan (Part 1 of the Blog Profit Plan).



## 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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