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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