

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

Make and Share Free Checklists
checkli.com