



Blogging to Win

Business Plan and Workbook

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Discovering Your Profitable Business Idea

List your skills and passions. Always start your blogging business with a topic/purpose you love. Also, start thinking of ways your skills could be used in a fresh light. Is there another field you could tap into?

Identify a need in a certain market. What is your target audience suffering from? What problem can you solve for them? Is there a problem you solved for yourself that others may have as well?



Discovering Your Profitable Business Idea

Perform market research to validate your product or business idea. Is there enough demand for your product or business idea to create a profitable blogging business? What are people searching for online? Tip: Use Google's Keyword Planner for market research.

Determine how long this idea can last. Is there a short life span for your product or business idea? Will your niche be relevant 5 years from now? Are you intimidated by a short life span? Is there a way to expand upon the niche to make your product or business idea last longer?

Discovering Your Profitable Business Idea

Determine if there is a need for a fresh spin on your idea. Is there a fresh spin you can put on your product or business idea? Example: There may be a product or business that offers meal planning, but you offer paleo and clean eating meal plans for busy families.

Get feedback from your target customers or clients. What are they looking for? This can be done even if you don't have an existing email list or blog. Research similar blogs, forums, products, etc. for reviews or comments that indicate what customers like or don't like about a specific product or service.



Discovering Your Profitable Business Idea

Determine if there's enough content to build your entire blogging business around your **idea**. List 20-30 blog post ideas. If you can't, then you may need to do more research on what you can write about or add an additional spin or related category to your idea. Example: Instead of writing about just recipes, you write about paleo and clean eating recipes.



Discovering Your Profitable Business Idea

Determine why your business or product will stand out from others. How will people relate to you or your business or product idea? What experience(s) do you have to integrate into your blog? How will you market your brand differently from the rest? Example: You offer paleo and clean eating meal planning for busy families on a budget.

Determine how saturated the market is for your product or business idea. How many people are already offering what you want to offer? Should you carve your business or product idea in a more specific niche to make it work?



Create Your Business Plan and Goals

What is your Main Goal? What is your overall main goal in terms of income, products/services, community, and accomplishments for the next 3-5 years? Example: I want to create a full-time, at-home income, worthy of my education, intelligence, hard work, and passions by December 31, 20XX.



Create Your Business Plan and Goals

What is your Sub-Goal #1? Break down your main goal into multiple sub-goals. Example: I want to create active income of at least \$X,000/month in the form of Virtual Assistant for email marketing and consultant work by December 31, 20XX. Here are the steps I must take in order to get there. Step 1: Create detailed procedures for reference. Step 2: Apply procedures to personal blog and track effectiveness. Revise if needed...



Create Your Business Plan and Goals

What is your Sub-Goal #2? Example: I want to create passive income of at least \$X,000/month in the form of ebooks, courses, and ad revenue by December 31, 20XX. Here are the steps I must take in order to get there. Step 1: Identify a need in my target market. Step 2: Perform market research to validate my idea. Step 3: Build qualification through experience...



Create Your Business Plan and Goals

Let's create your blogging business plan!

Executive Summary (You may choose to write this last, once you've filled in the sections below.) What is your blogging business about? What is your background in starting this blogging business? What are your qualifications? Briefly describe the services and products you can currently provide. Briefly describe the services and products you want to provide in the future.

Create Your Business Plan and Goals

Company Description Describe your current or potential business. List where your target market can be found online. Explain why your business fits their needs. Explain what you personally will bring to that market and will set you apart from others.

Create Your Business Plan and Goals

Market Analysis Describe the niche you're breaking into. Describe your ideal customer. What are their needs? Are there seasonal trends that will impact your idea? Define your market's general price point (i.e. For families on a budget: Lower priced products, such as \$10-20.)

Create Your Business Plan and Goals

Market Analysis Perform a competitive analysis. Identify 3-5 competitors and list the following: (1) Strengths and weaknesses. (2) Any barriers that may make it difficult for you to enter their market. (3) How they differ from your business approach. (4) Their price points for their product or business ideas.



Create Your Business Plan and Goals

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Create Your Business Plan and Goals

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Create Your Business Plan and Goals

Service or Product Line Describe your product or service. Describe how it fills a need for your target market. Describe your potential sales point range (i.e. \$15-25).

Create Your Business Plan and Goals

Marketing and Sales Strategy Describe the current and future customers you'll be marketing towards. How will you attract new customers? How will you gain feedback from your customers? How will you implement this feedback? What tactics will you use to increase your connections with new customers?



Launching Your Blog

What is your chosen domain?

Record your social media usernames. Grab usernames from all of the major social media platforms even if you don't plan on using them. You don't want someone else to grab them somewhere down the road.



Launching Your Blog

Briefly describe how your story or experience will help others solve a particular problem. Refer to this answer when you create your About Me page.



Establishing Your Online Presence

Describe your blog's "vibe." Describe exactly how your readers will feel when they leave your website. Example: "I want my readers to leave my site with at least one actionable step and feeling inspired, with an extra boost of energy to handle XYZ."



Establishing Your Online Presence

Define your niche. Narrow down what you initially thought your niche would be. (optional) Don't underestimate the power of targeting a very specific market. Example: Take your niche from personal finance to easy personal finance for busy families.

Make a list of all your previous blog posts that will fit in your newly defined niche.



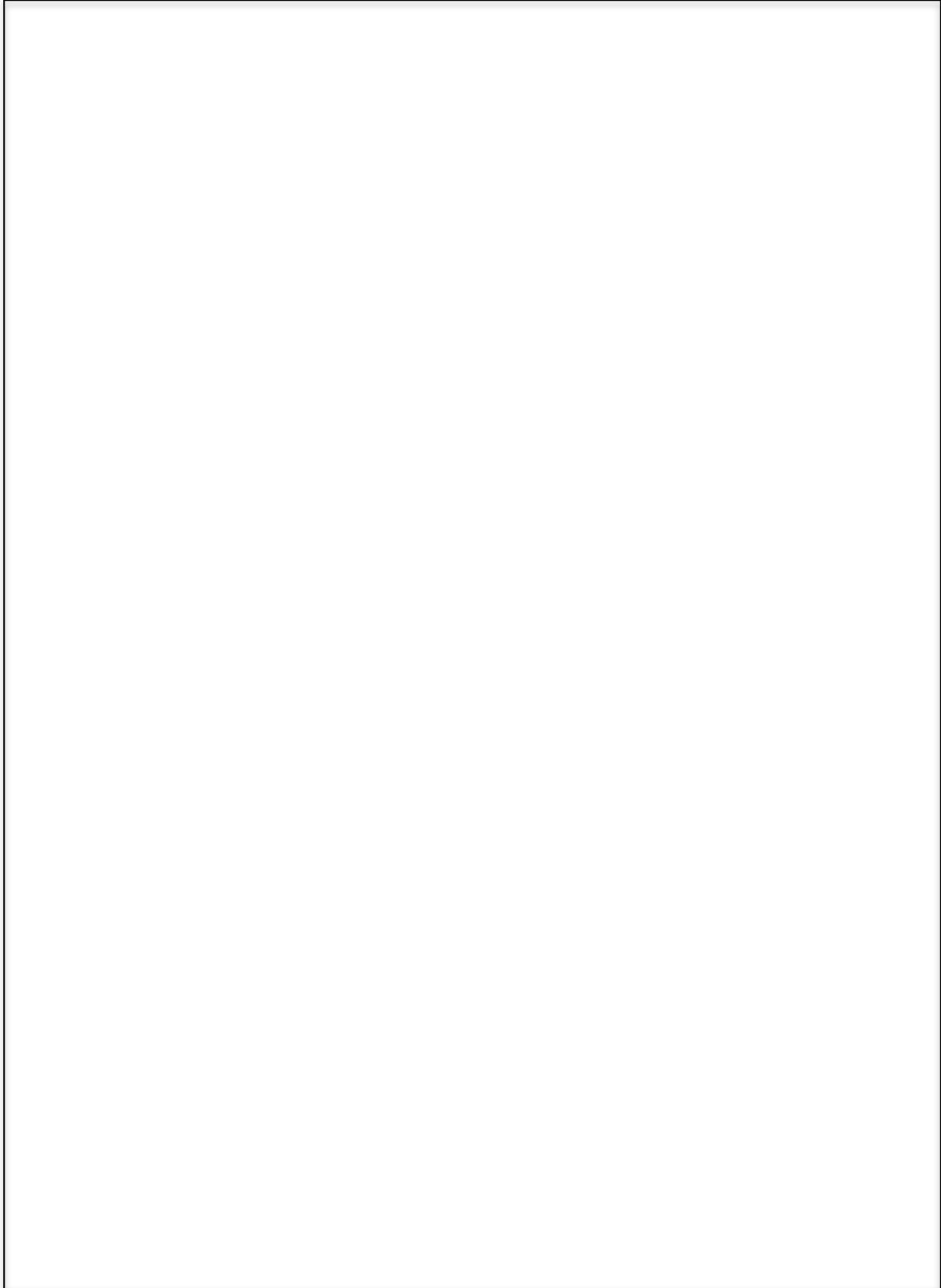
Establishing Your Online Presence

Record the fonts and color codes you want to use consistently for your branding.

Make a list of 10-20 new posts you'd like to write for your audience. What subscriber incentives can you include in these posts? (You don't need 20 separate incentives. You can apply the same incentive to multiple posts.)



Establishing Your Online Presence





Establishing Your Online Presence

Write a basic pitch for guest posting. Refer back to this again and again as you pitch to multiple bloggers.

Creating Your Email Marketing Strategy

Define your short-term and long-term email strategies. How are you going to use email marketing to grow your business? What do you want your business to look like once you've implemented your strategy?

Creating Your Email Marketing Strategy

Write a prospective schedule of emails you'd like to send over the next 30-90 days. Refer back to the slides for definitions of different types of emails. Don't forget to integrate your short-term business/product/content goals.

Creating Your Email Marketing Strategy

Creating Your Email Marketing Strategy



Creating Your Email Marketing Strategy

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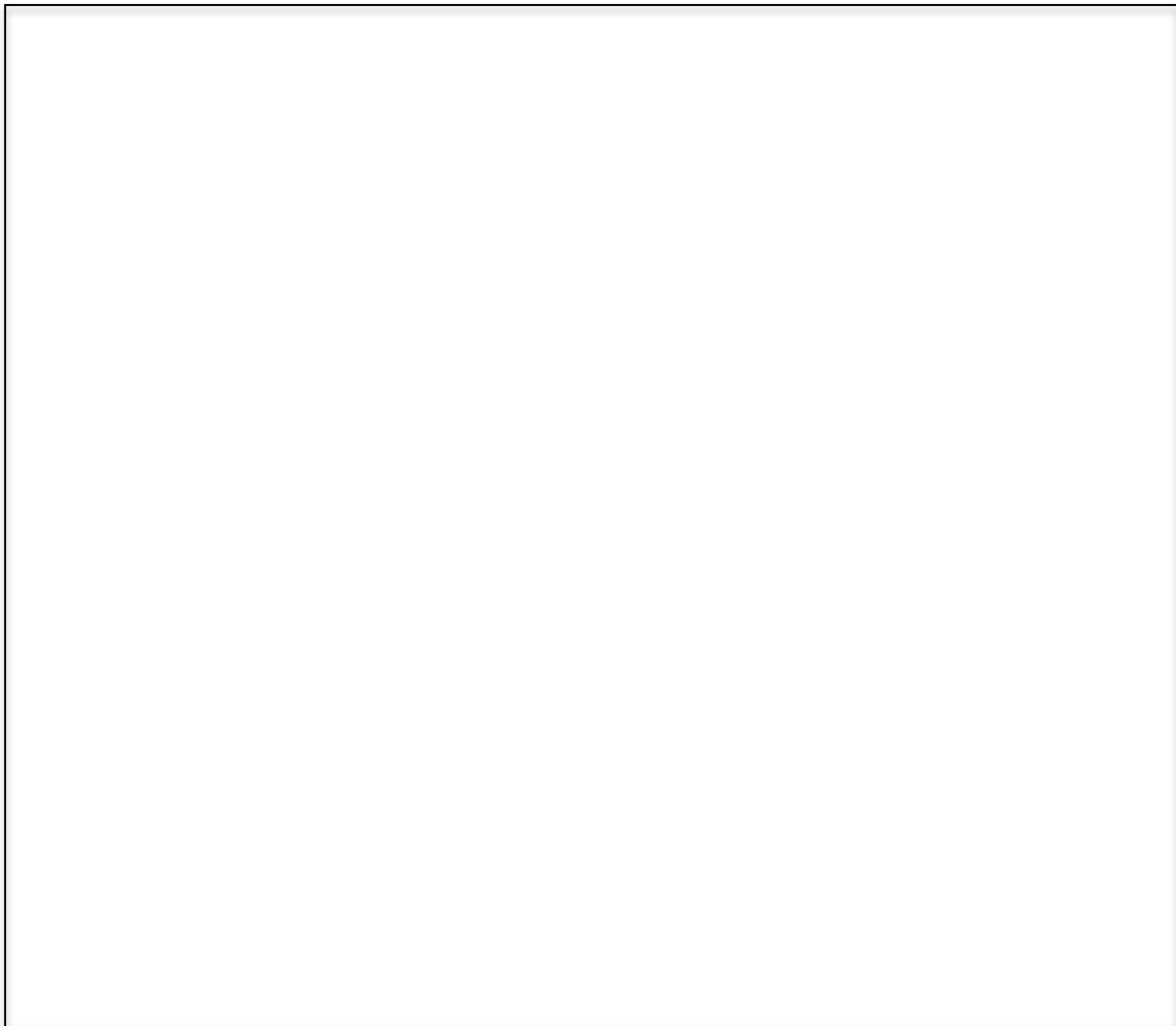
Creating Your Email Marketing Strategy

What social media platforms or other tactics (webinars, networking, etc.) will you use to grow your list?

Send a couple of emails to determine which times work best for your business and have the highest click and open rates. Record them here.

Creating Your Email Marketing Strategy

Create a welcome series (ConvertKit calls this a sequence) to foster relationships with your **new subscribers**. Example: Welcome and delivery of subscriber incentive (day 1), Enhance their incentive with exclusive content from your main category (day 8), Share a post related to the original incentive's category so you can help broaden their knowledge on the topic (day 20), share a tutorial on something that is within your main category (day 30), share a list of favorite resources or another blog post related to your main category (day 40).



Creating Your Email Marketing Strategy

Evaluate your email marketing strategy after 2-3 months. Determine what changes need to take place.



Validate Your Product / Business Idea

Perform market research with Google's **keyword planner**. Record the best keywords for your products or business here.

Perform competitor analysis and record the **results here**. You can also record them in spreadsheet file on your computer, which is what I like to do.

Validate Your Product / Business Idea

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Validate Your Product / Business Idea

Analyze your statistics in Google Analytics.

Record the results here.

Make a list of potential places, ideas, or platforms where you could share your idea and test the feedback.

Validate Your Product / Business Idea

Brainstorm ideas on how you may create a smaller version of your idea to test the market and gauge interest. How will you deliver this? Will it be offered as a subscriber incentive? (Hint: Yes ma'am, it will!)



Validate Your Product / Business Idea

Determine the best way to pre-sell your idea.

What competitive pricing will you offer? How will this product/service be delivered? How long will you pre-sell? What bonuses will you include?



Growing Your Audience

Choose 1-2 platforms or tactics you'll use in addition to email marketing to grow your business.

Revise and perfect your social media bios. What subscriber incentive will you redirect them to? (Use bit.ly to shorten links.)

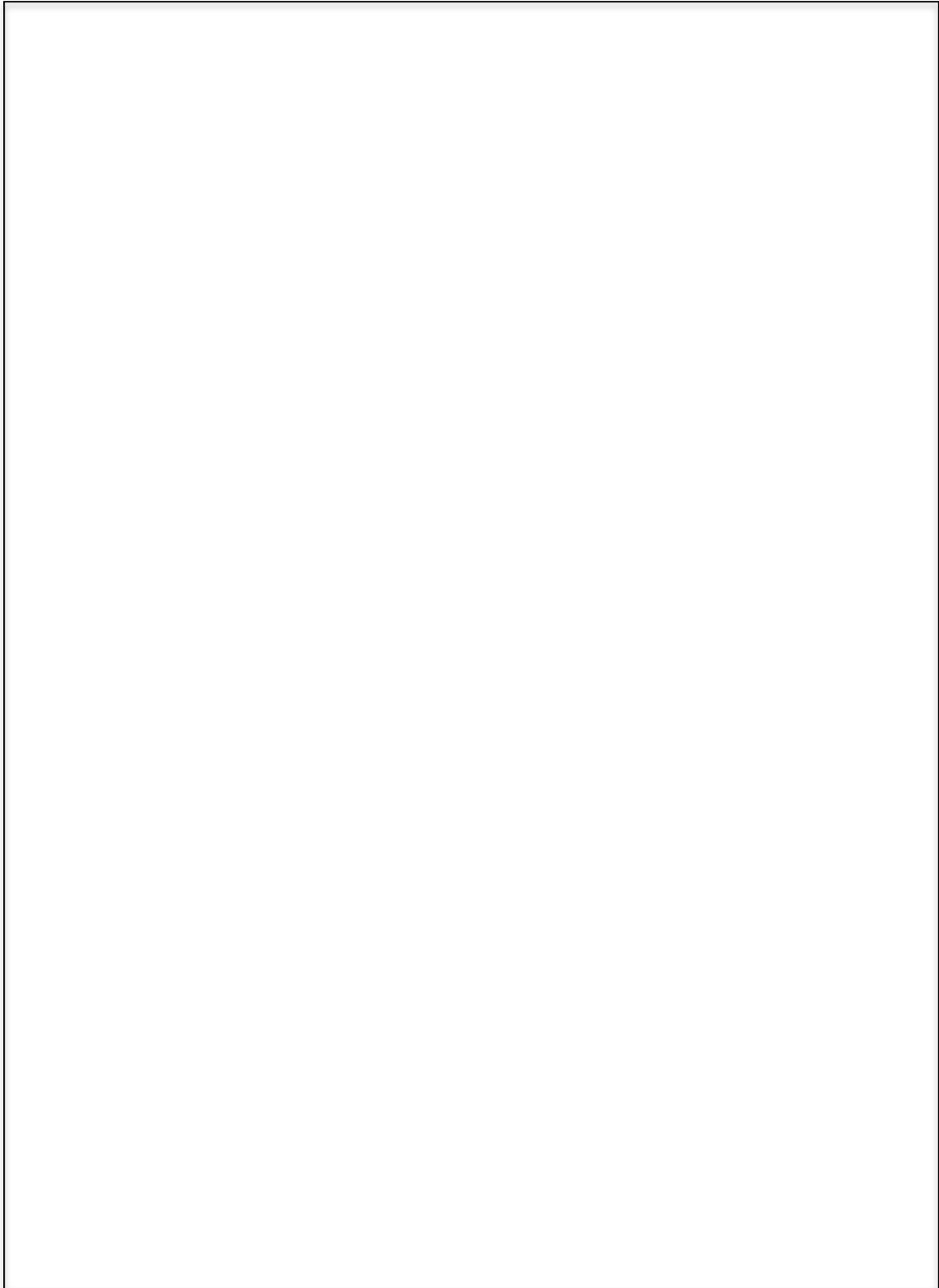


Growing Your Audience

Create a marketing plan for the next 60-90 days (you don't have to post every day!) to help **grow your audience**. What will you share (posts, questions, resources, links, videos, etc.)? What platform will you share it on? Hint: You can re-use content and posts!

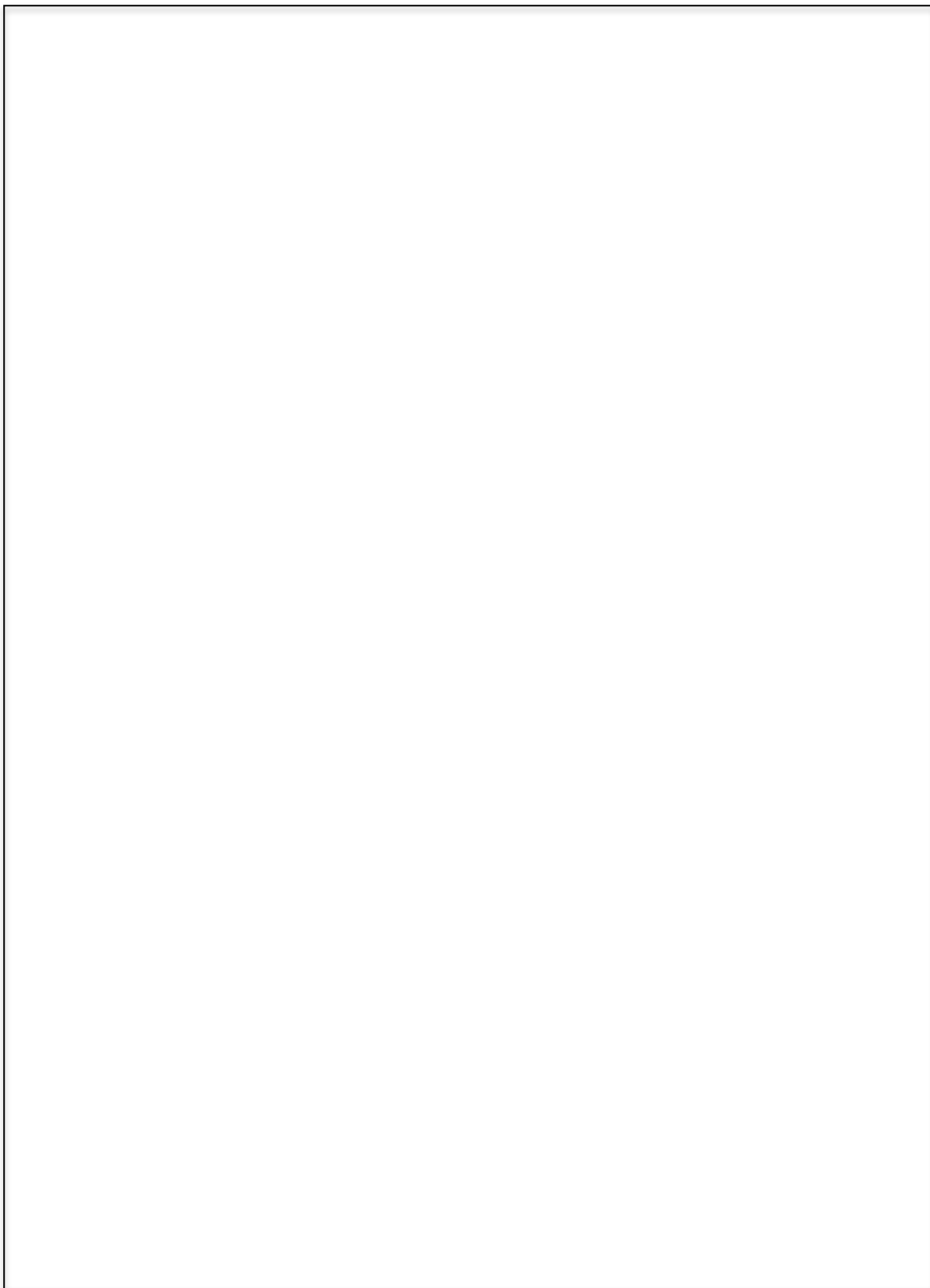


Growing Your Audience



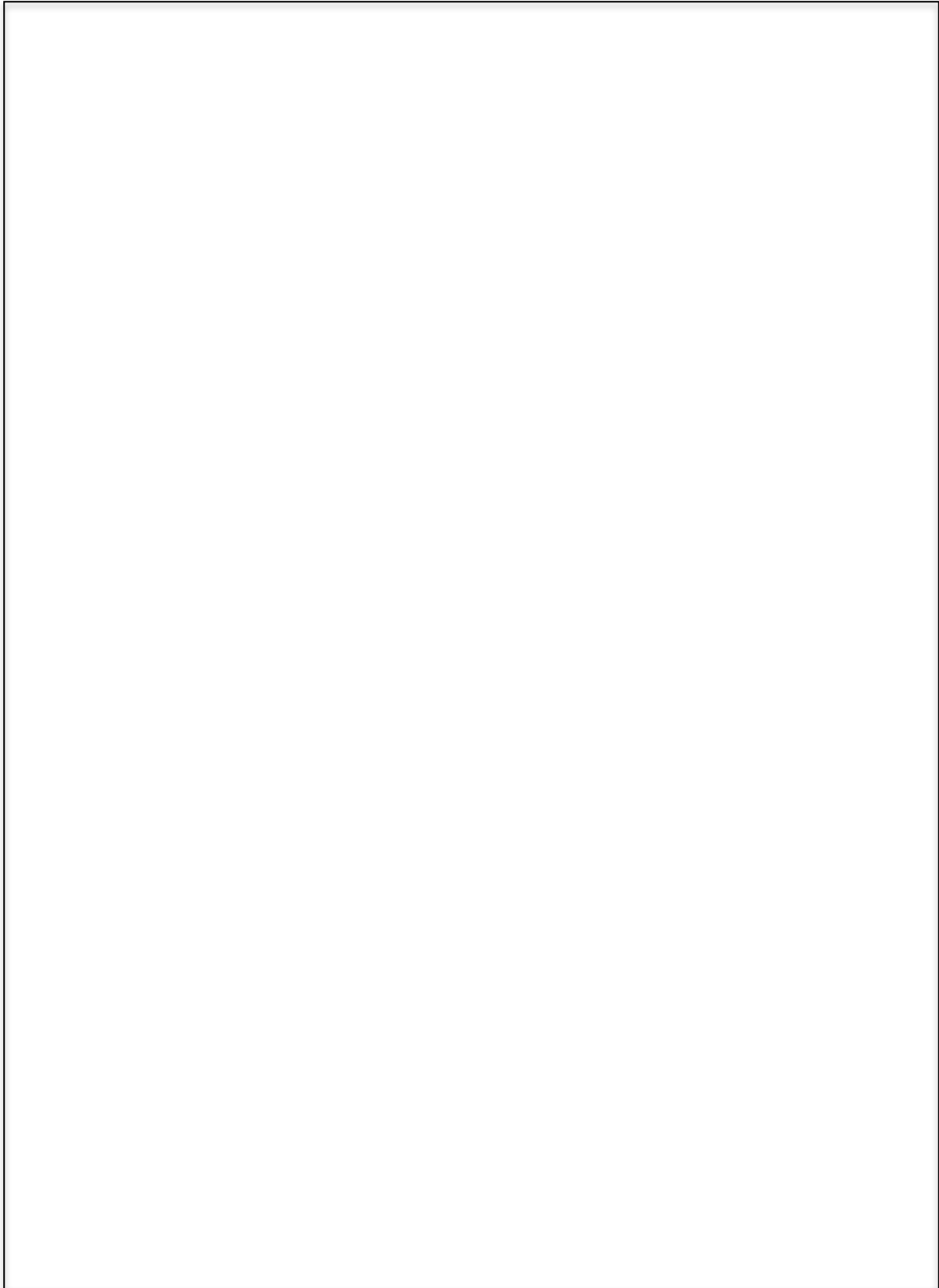


Growing Your Audience



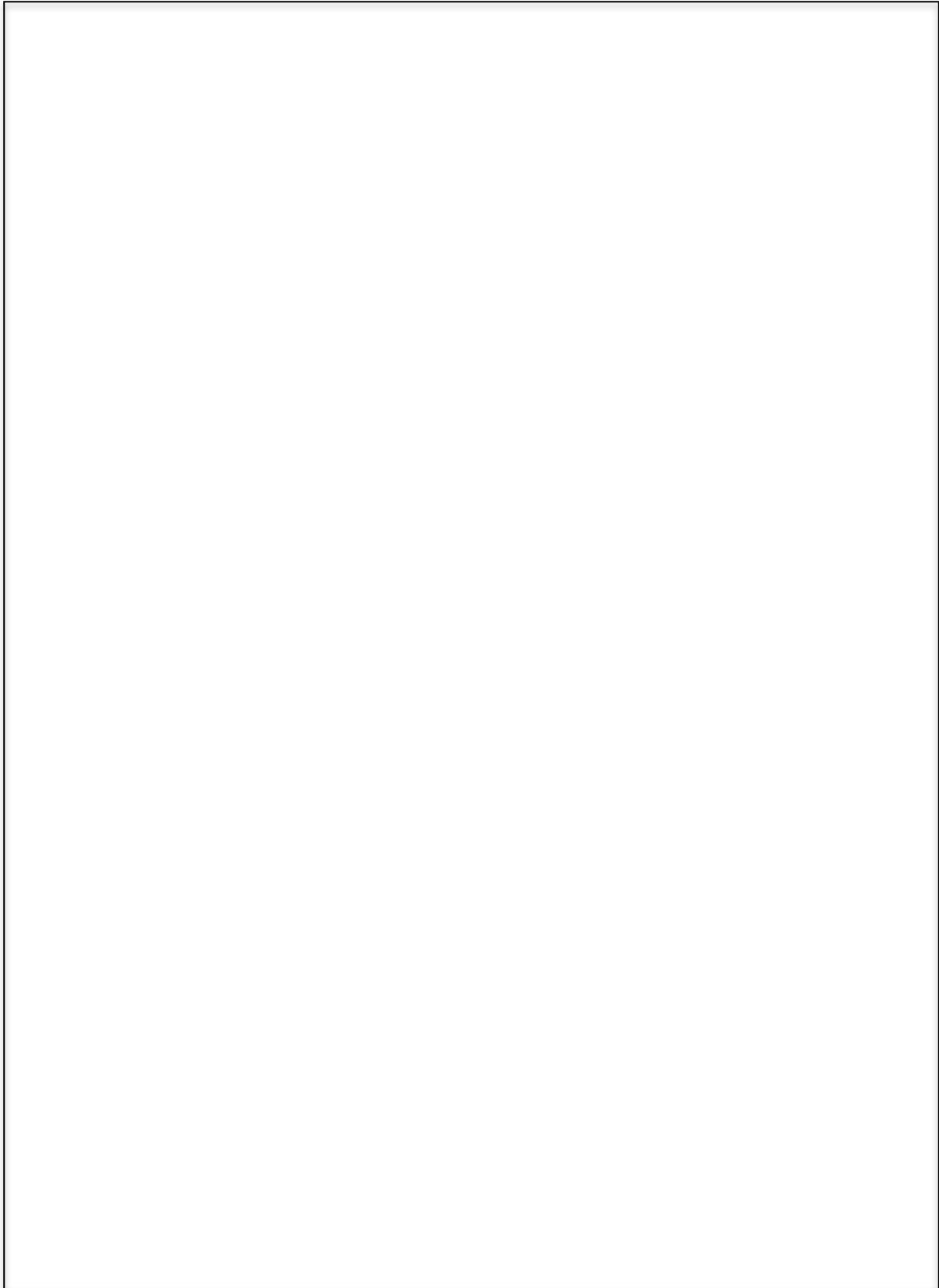


Growing Your Audience





Growing Your Audience



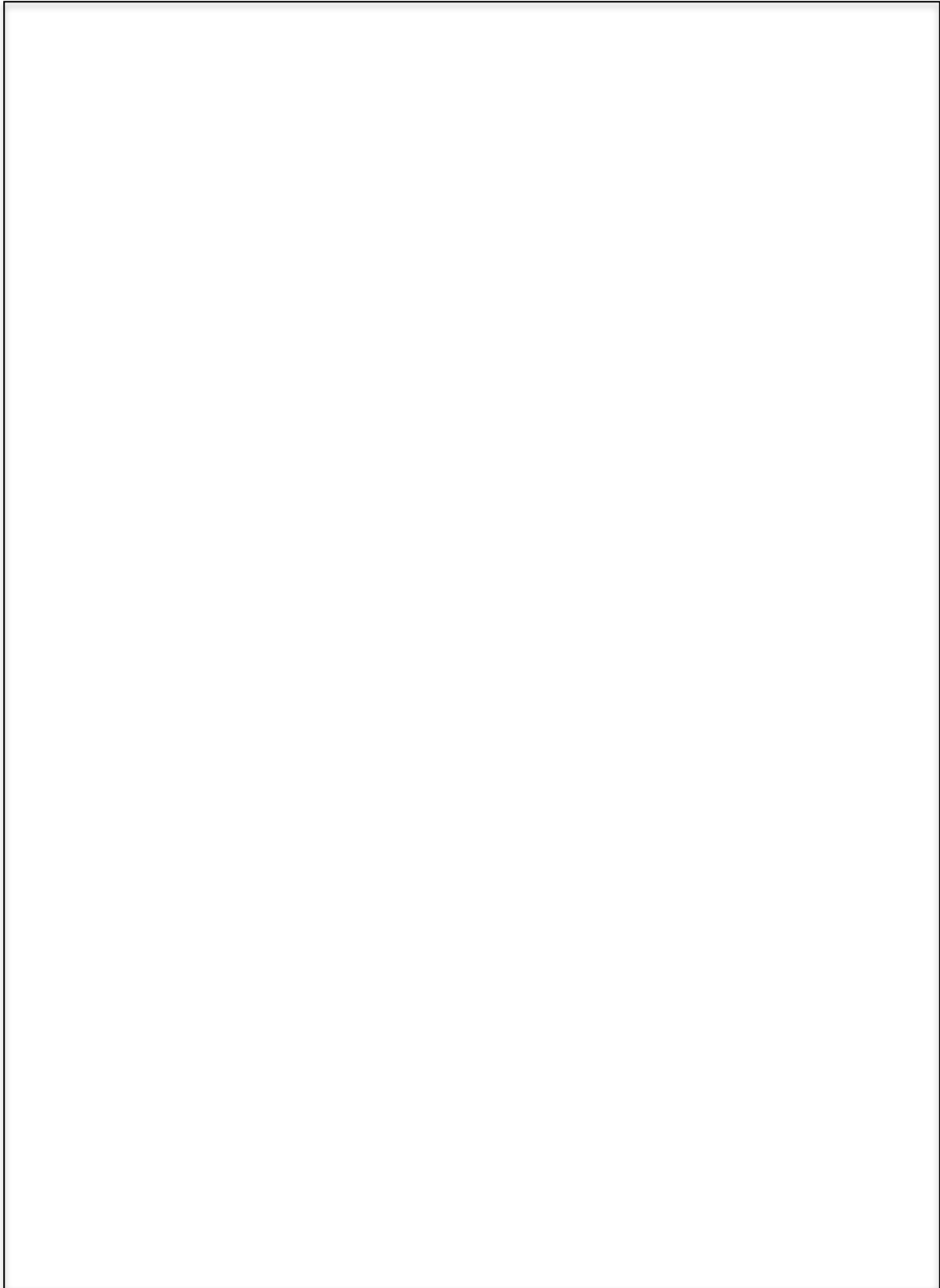
Launching Your Product or Service Idea

Record your product or service idea here. Get specific!

Brainstorm guest post or interview-type ideas for spreading the news about your upcoming **launch**. List all of the contacts who may be able to partner with or help you. List posting and content ideas for pitching. Remember to only write content that is on topic with your product or service.



Launching Your Product or Service Idea





Launching Your Product or Service Idea

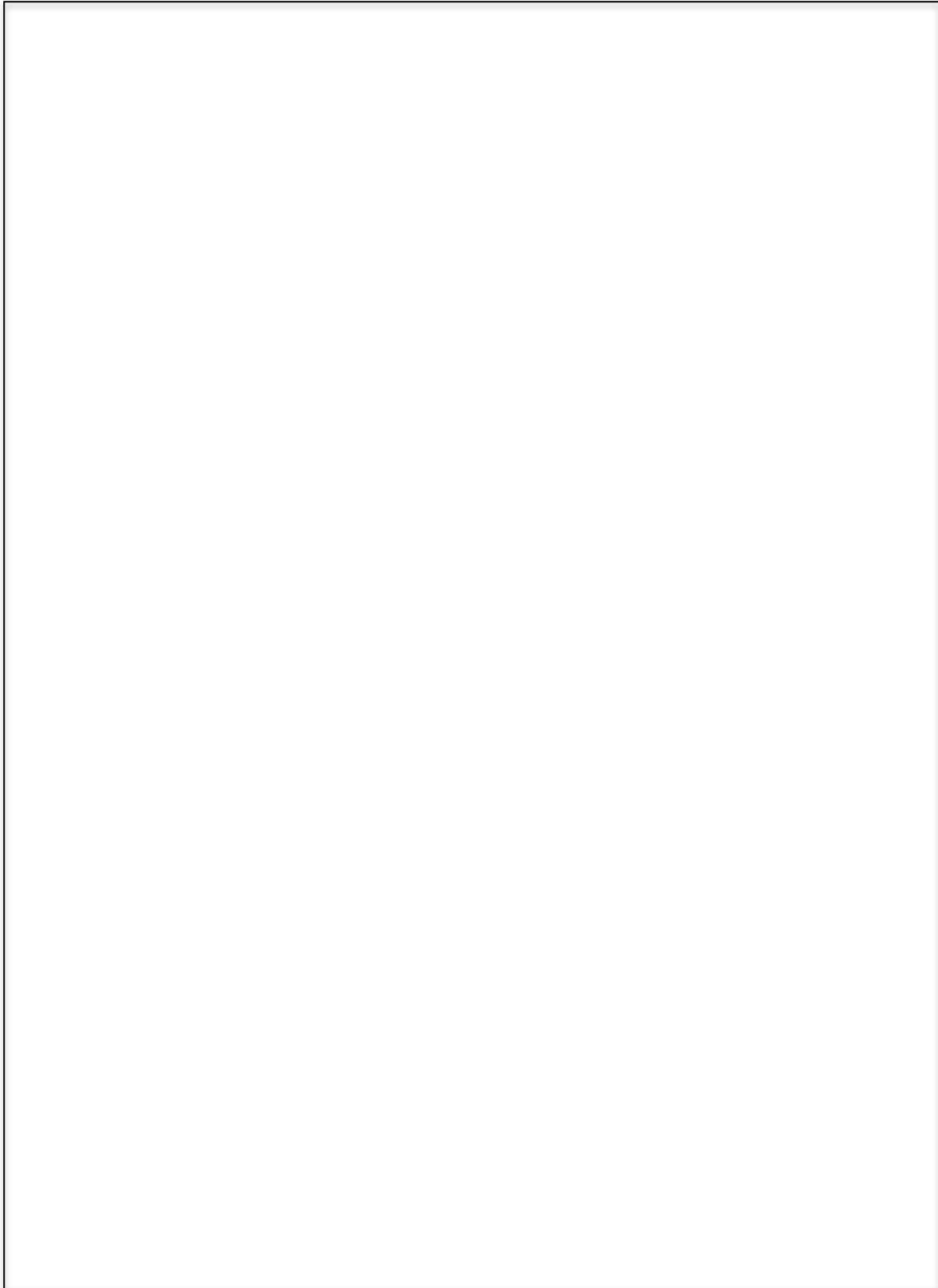
Write a list of posts you want to share to prepare your audience for your launch. Try to include an incentive for each, even if you have to reuse a few.

Launching Your Product or Service Idea

Write a list of emails (and a quick summary what will be included in each) you'll send **leading up to your launch.** I strongly encourage you to send valuable content every week for the month leading up to your launch, then finishing strong with your pitch emails during launch week. (Hint: Simple create your pitch and send it in bite-sized portions in emails during the last few days leading up to your launch.



Launching Your Product or Service Idea



Launching Your Product or Service Idea

Once you've gone through the validation process, record any changes you need to make to your product or service.

(optional) List your affiliates' contact information here, including their commission rate and details on how they'll be helping you.



Launching Your Product or Service Idea

List the social media platforms you'll be using for your launch.

Brainstorm different series or challenges ideas that you can use to promote your launch on social media.



Launching Your Product or Service Idea

Choose one of the series or challenge ideas from above and list out all of the details and strategies here.



Launching Your Product or Service Idea

A large, empty rectangular box with a thin black border, intended for a user to write or draw their product or service idea.

Launching Your Product or Service Idea

Create the sales pitch you'll use in all your webinars and promotion tactics. (Hint: Check out this section from the course for more detailed instructions on what to say.)



Launching Your Product or Service Idea





Launching Your Product or Service Idea

List the changes that need to be made on launch day, such as pricing and anything on your site that is listed as Coming Soon.

Analyze all feedback from your launch and **new customers**. What part of your product or service should be changed.

Launching Your Product or Service Idea

How will you continue to promote content upgrades? What new blog posts and content upgrades can you create? List all of your ideas here.

List the social media platforms and other methods you'll be using to reach new customers.



Launching Your Product or Service Idea

List the 20-30 content ideas you'd like to create to share in social media or during webinars.



Launching Your Product or Service Idea

