

2018

BLOG

PLAIN

WORK FROM HOME AND
MAKE MONEY BLOGGING

startamomblog.com

THE HONEST ADVICE

First of all, thank you for downloading the 12 Month Blog Plan for 2018. I am so honored you want to learn from my experience and apply it to your journey.

It took me months to establish my blog, grow my email list, create my products and make money with my blog.

It did not happen overnight. I spent on average 4-5 hours on my blog per day for the first 6 months, before making even close to \$1,000 per month. But it was worth every minute. Now I spend 2-3 hours per day on my blog.

I stayed up late and woke up early to grow my blog.

(side note: it's 5:22 am and I'm working – it's the only time when all three of my little ones are sleeping at the same time.)

But now the income from my blog is 4X what I made when I was an engineer. It's phenomenal what hard work and dedication can do!

Just imagine that if you put in the work you'll have a side hustle that pays the mortgage! If you work hard, you'll be able to pay off all your debt.

It sounds corny, but it's the honest advice.

Put in the work, stay focused, consistently dedicate time to your blog, and you'll be able to make thousands per month too from your online business.

You can do this.

Use the 12 Month Blog Plan as a guide to your own success!

xx, Suzi



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HOW TO USE THIS PLAN

At first glance this document can look pretty overwhelming. I understand, it's a whole year of work, so don't be intimidated! You can do this!

At the top of the document are the resources you can use for additional information. These are the tools I use to run a successful blog.

Then focus on each month and complete those four actions. There is one action per category: Blog (creating content), Traffic (getting visitors), Email (adding subscribers), Money (making money).

There are only four major actions per month, take it slow and focus on each step. If you need more help you are always welcome to reach out to me!

RESOURCES

START HERE

MONTH BY MONTH
ACTION PLAN

12 MONTH BLOG PLAN <small>*denotes affiliate link.</small>				
	BLOG	TRAFFIC	EMAIL	MONEY
Tools	SITEGROUND* WORDPRESS.ORG ELEGANT THEMES CUI*	TAILWIND* BOARD BOOSTER IFTTT CANVA PICMONKEY*	CONVERTKIT* SUMOME	PAYPAL SENDOWL* TEACHABLE* AMAZON PERSONAL CAPITAL*
Posts	Free Tutorial - Start a Blog at 60% Off 25 Blog Post Ideas	Timeless Traffic Strategies Pinterest Strategies	How to Build an Email List for Beginners	How to Make Money Blogging Amazon's Affiliate Program Tips
Resources	Blog by Number Course The 9 Step Blog Plan	Find Your Tribe Online* The Traffic eBook* Pinterest to Profits*	Convertkit Free Help*	Making Sense of Affiliate Marketing* Amazon Affiliate eBook
JAN	Use this free tutorial to start your blog at 60% off your hosting account.	Research niche and market & brainstorm ideas - use The 9 Step Blog Plan if you need help with market research and planning	Create a freebie based on your market research. The videos in this post shows you how to create freebies.	Research affiliate programs, but keep your focus on your content and email list growth.
FEB	Write 5 pillar posts based on market research. These posts are 2,000+ words and help your reader solve a big problem.	Join Facebook & Pinterest groups and network with members - use the Blog by Number Course for a list of 480+ groups to join.	Add your freebie to your pillar posts - use Convertkit* and this post to show you how.	Add affiliate links to your pillar posts - the Amazon Affiliate eBook has great tips on this!
MARCH	Write 2 posts - for help use the 25 Blog Post Ideas. Establish a consistent schedule for publishing.	Create amazing pin images. Use this free course to help you. Promote your pillar posts on Facebook and Pinterest.	Promote your freebie to grow your list. Ask friends and family to share your freebie too!	Write a 'how to' or 'review' post on an affiliate product. Here is an example.
APRIL	Write 2 posts - stay consistent with publishing on your blog.	Network in Facebook groups to build relationships with other bloggers. Join Pinterest group boards and use Tailwind to loop your images.	Add content upgrades to your top 3 posts. You can also add your best freebie to your home page and at the top of all posts.	Show your reader how you personally use a product. You can test out a video post here!
MAY	Write 3 posts - do a review post of your favorite affiliate items.	Join additional Facebook groups and Pinterest boards that are in your niche.	Build relationships and email your list. Treat your email list as a good friend.	Create a roundup post or collage pin - these work great as gift guides!
JUNE	Write 3 posts - experiment with a video or Facebook live post.	Create additional Pinterest images to your top posts to increase traffic. Continue to use this Tailwind looping strategy to increase your traffic.	Ask your list what their biggest struggle is - this will help you discover what product to create or blog posts to write.	Brainstorm product ideas based on responses from email list.
JULY	Write 3 posts - do a roundup of your top posts if you are low on time or ask for guest posts.	Create a small mastermind group and help each other grow. Don't worry if your traffic dips a bit over the summer - it's normal!	Continue to grow your list and build relationships with your readers. Send them tips and be personal. People buy from people they trust.	Share your affiliate links in your small mastermind to help each other out (think amazon purchases)
AUG	Write 3 posts and ask another blogger to guest post on your blog	Guest post on blogs in your niche, be sure to link back to a freebie so you grow your email list.	Run your product idea by your list to see if they like it - adjust as necessary	Outline a product idea. Enroll in Ebook by Number to learn how to create a super successful ebook!
SEPT	Write 2 seasonal posts and allow 2 guests posts (to give you time to work on your product)	Continue to promote in Facebook and loop on Pinterest. Join additional groups and group boards.	Let your list know your product is coming, give them a teaser.	Create your product. Ideas could be an ebook, printables, a course or a service. Here are 87 more ideas!
OCT	Write a post and do a video about your product.	Guest post and promote your product. Share it with your mastermind for free and ask them to promote it if they love it.	Launch your product to your list. Offer it at a discount for launch week or combine it with a private Facebook group to add more value.	Create sales page and launch your product - use Sendowl* for eBooks and Teachable* for courses
NOV	Write 2 posts preparing your readers for the new year.	Network with your mastermind and promote each others posts and products.	Continue to build list. Create a great freebie to promote for the new year.	Run a black Friday special (roundup of affiliates or your own product)
DEC	Reflect and work on your goals to start planning for the next year.	Promote seasonal posts. Analyze your top 10 blog posts and create similar and improved content in the future.	Thank your email list for supporting you in your first year as a blogger. Ask them what they want to see for the next year.	Promote seasonal items and do gift guides. You could also run a Christmas sale on your product.

THE MONTHLY SHEET

I've broken down my month by month plan that helped me grow my blog from \$0 to over \$9,000 per month.

Use the Monthly worksheet provided to track your progress and follow along.

You can choose which actions to do each month if you're an already established blogger.

A review section is included too because an end of month review is critical for continued growth and success.

MONTH NAME

PICK AN ACTION FROM THE BLOG PLANNER AND FILL IN HERE

#1 MONTHLY FOCUS – LET THIS MAIN FOCUS DRIVE ALL OF YOUR ACTIONS

WEEKLY GOALS – BREAK DOWN YOUR BIG GOAL INTO SMALLER STEPS

BLOG POSTS

REFLECT ON YOUR PAST MONTH AND LEARN FROM YOUR MISTAKES.

WHAT WENT WELL?

WHAT CAN YOU IMPROVE?

MONTH

BLOG

TRAFFIC

EMAIL

MONEY

GOALS

#1 FOCUS

WEEK 1

WEEK 2

WEEK 3

WEEK 4

BLOG POSTS

REVIEW

WINS

LESSONS LEARNED

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12 MONTH BLOG PLAN

*denotes affiliate link.

	BLOG	TRAFFIC	EMAIL	MONEY
TOOLS	SITEGROUND* WORDPRESS.ORG ELEGANT THEMES DIVI*	TAILWIND* BOARD BOOSTER IFTTT CANVA PICMONEY*	CONVERTKIT* SUMOME	PAYPAL SENDOWL* TEACHABLE* AMAZON PERSONAL CAPITAL*
POSTS	Free Tutorial - Start a Blog at 60% Off 25 Blog Post Ideas What Type of Blog Should You Start?	Timeless Traffic Strategies Pinterest Strategies	How to Build an Email List for Beginners	How to Make Money Blogging Amazon's Affiliate Program Tips
RESOURCES	Blog by Number Course The 9 Step Blog Plan	Find Your Tribe Online* The Traffic eBook* Pinterest to Profits*	Convertkit Free Help*	Making Sense of Affiliate Marketing* Amazon Affiliate eBook
JAN	Use this free tutorial to start your blog at 60% off your hosting account. Or enroll in the Blog by Number course if you need step by step help.	Research niche and market & brainstorm ideas – use The 9 Step Blog Plan if you need help with market research and planning	Create a freebie based on your market research. The videos in this post shows you how to create freebies.	Research affiliate programs, but keep your focus on your content and email list growth.
FEB	Write 5 pillar posts based on market research. These posts are 2,000+ words and help your reader solve a big problem.	Join Facebook & Pinterest groups and network with members – use the Blog by Number Course for a list of 480+ groups to join.	Add your freebie to your pillar posts – use Convertkit* and this post to show you how.	Add affiliate links to your pillar posts – the Amazon Affiliate eBook has great tips on this!
MARCH	Write 2 posts – for help use the 25 Blog Post Ideas . Establish a consistent schedule for publishing.	Create amazing pin images. Use this free course to help you. Promote your pillar posts on Facebook and Pinterest.	Promote your freebie to grow your list. Ask friends and family to share your freebie too!	Write a “how to” or “review” post on an affiliate product. Here is an example.
APRIL	Write 2 posts – stay consistent with publishing on your blog.	Network in Facebook groups to build relationships with other bloggers. Join Pinterest group boards and use Tailwind to loop your images.	Add content upgrades to your top 3 posts. You can also add your best freebie to your home page and at the top of all posts.	Show your reader how you personally use a product. You can test out a video post here!
MAY	Write 3 posts – do a review post of your favorite affiliate items.	Join additional Facebook groups and Pinterest boards that are in your niche.	Build relationships and email your list. Treat your email list as a good friend.	Create a roundup post or collage pin – these work great as gift guides!
JUNE	Write 3 posts – experiment with a video or Facebook live post.	Create additional Pinterest images to your top posts to increase traffic. Continue to use this Tailwind looping strategy to build your traffic.	Ask your list what their biggest struggle is – this will help you discover what product to create or blog posts to write.	Brainstorm product ideas based on responses from email list.
JULY	Write 3 posts – do a roundup of your top posts if you are low on time or ask for guest posts.	Create a small mastermind group and help each other grow. Don't' worry if your traffic dips a bit over the summer – it's normal!	Continue to grow your list and build relationships with your readers. Send them tips and be personal. People buy from people they trust.	Share your affiliate links in your small mastermind to help each other out (think: amazon purchases)
AUG	Write 3 posts and ask another blogger to guest post on your blog	Guest post on blogs in your niche, be sure to link back to a freebie so you grow your email list.	Run your product idea by your list to see if they like it – adjust as necessary	Outline a product idea. Enroll in Ebook by Number to learn how to create a super successful ebook!
SEPT	Write 2 seasonal posts and allow 2 guests posts (to give you time to work on your product)	Continue to promote in Facebook and loop on Pinterest. Join additional groups and group boards.	Let your list know your product is coming, give them a teaser.	Create your product. Ideas could be an ebook, printables, a course or a service. Here are 83 more ideas!
OCT	Write a post and do a video about your product.	Guest post and promote your product. Share it with your mastermind for free and ask them to promote it if they love it.	Launch your product to your list. Offer it at a discount for launch week or combine it with a private Facebook group to add more value.	Create sales page and launch your product – use Sendowl* for eBooks and Teachable* for courses
NOV	Write 2 posts preparing your readers for the new year.	Network with your mastermind and promote each others posts and products.	Continue to build list. Create a great freebie to promote for the new year.	Run a black Friday special (roundup of affiliates or your own product)
DEC	Reflect and work on your goals to start planning for the next year.	Promote seasonal posts. Analyze your top 10 blog posts and create similar and improved content in the future.	Thank your email list for supporting you in your first year as a blogger. Ask them what they want to see for the next year.	Promote seasonal items and do gift guides. You could also run a Christmas sale on your product.

MONTH

BLOG	TRAFFIC	EMAIL	MONEY

GOALS

#1 FOCUS	WEEK 1
	WEEK 2
	WEEK 3
	WEEK 4

BLOG POSTS	

REVIEW

WINS	LESSONS LEARNED