

# SHY THOUGHTS TO SAVAGE CONTENT



# BLOG BUSINESS PLAN

[HTTP://WWW.ACHIEVHERPERFECTION.COM](http://www.achievherperfection.com)

*“Nothing is  
impossible, the  
word itself says  
“I’m possible”!*

*—Audrey*

*Hepburn*

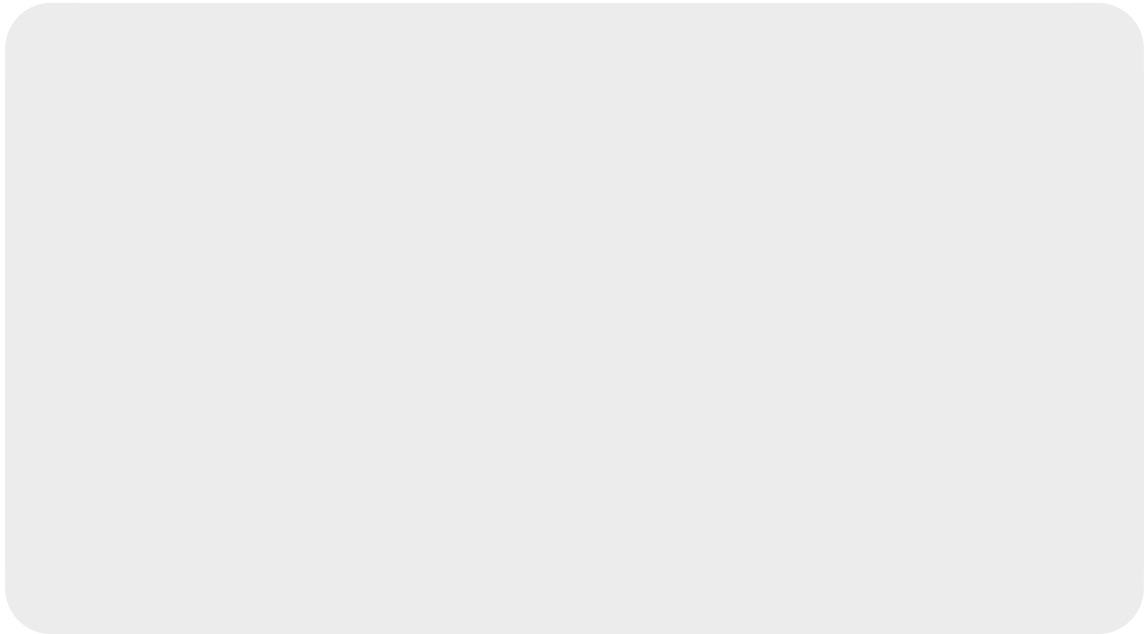
# BLOG BUSINESS PLAN

## BRAND AND SUMMARY

Brand/Blog Name: \_\_\_\_\_

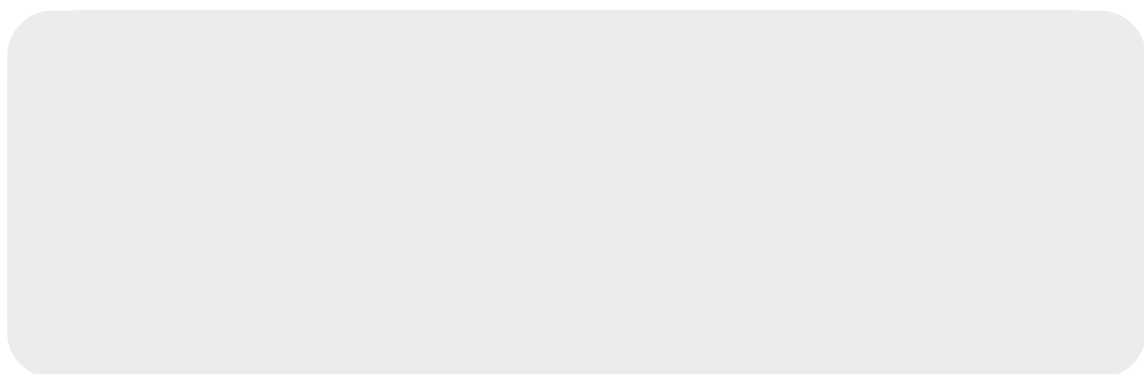
### MISSION STATEMENT

Your blog's vision and purpose. Have a clear purpose! Include your blog's goals and responsibilities!



### OBJECTIVES

Your blog's goals divided into objectives and targets. Ie: earn money, increase awareness



## IDEAL READER

Use information from your reader avatar

## SERVING COMMUNITY

Include the community your blog will serve.

What will be the mood of your blog

# Strength Weakness Opportunities Threats

## STRENGTHS

What is your blog's expertise. What are you skilled in?

## **WEAKNESS**

**What does your blog lack and isn't proficient in**

## **OPPORTUNITIES**

**What are free resources your blogging business will utilize. What kind of help is available.**

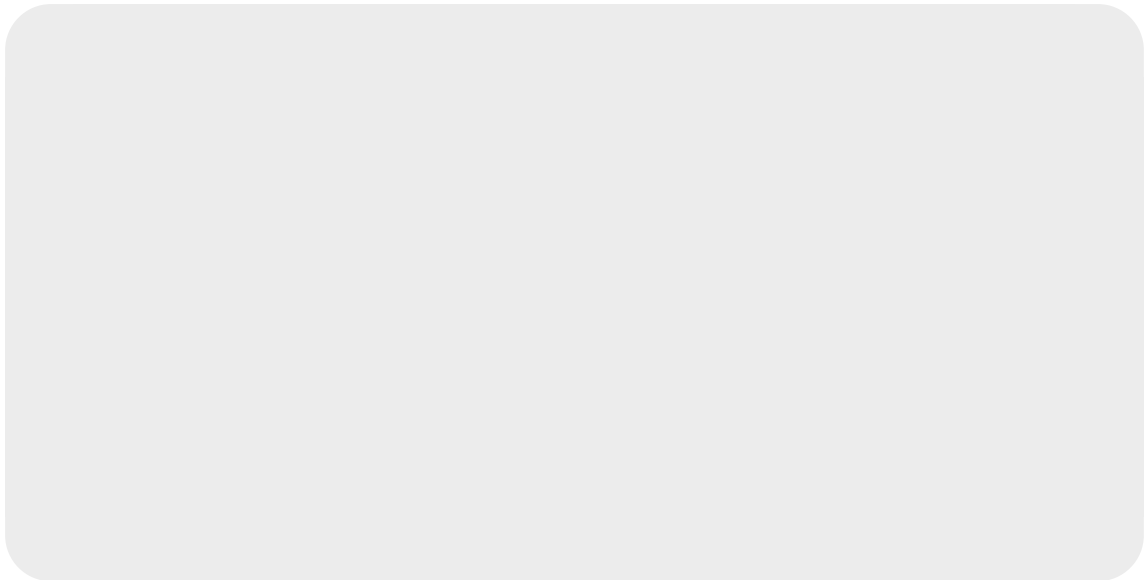
## **THREATS**

**Who are your competitors? What are you lacking and struggling with that your competitors master?**

# PROJECTIVE GOALS

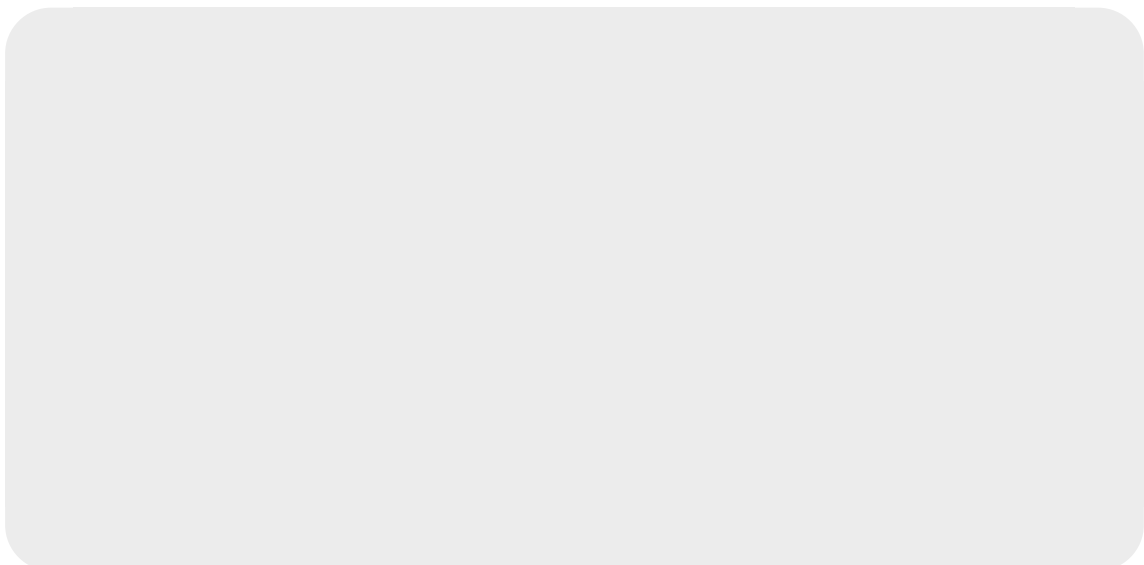
## EXPANSION GOALS

What are blogging goals and expansion goals for the future?



## EXPOSURE GOALS

What milestones will you would have wanted to achieve for the future? Will you have speaking engagements, courses? etc

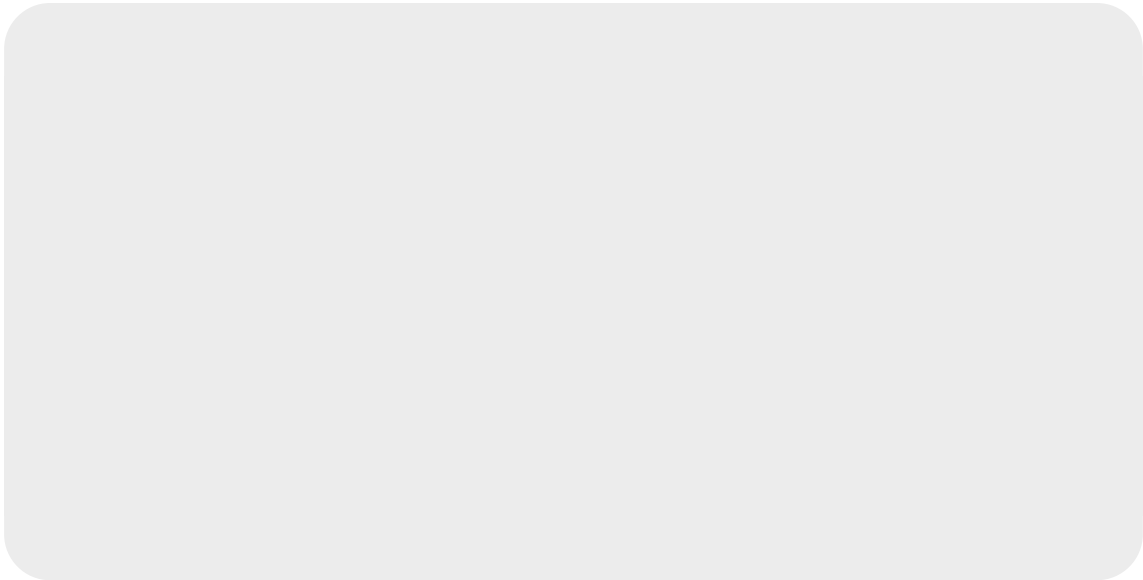


# BLOG OPERATION

Blogging Platform: \_\_\_\_\_

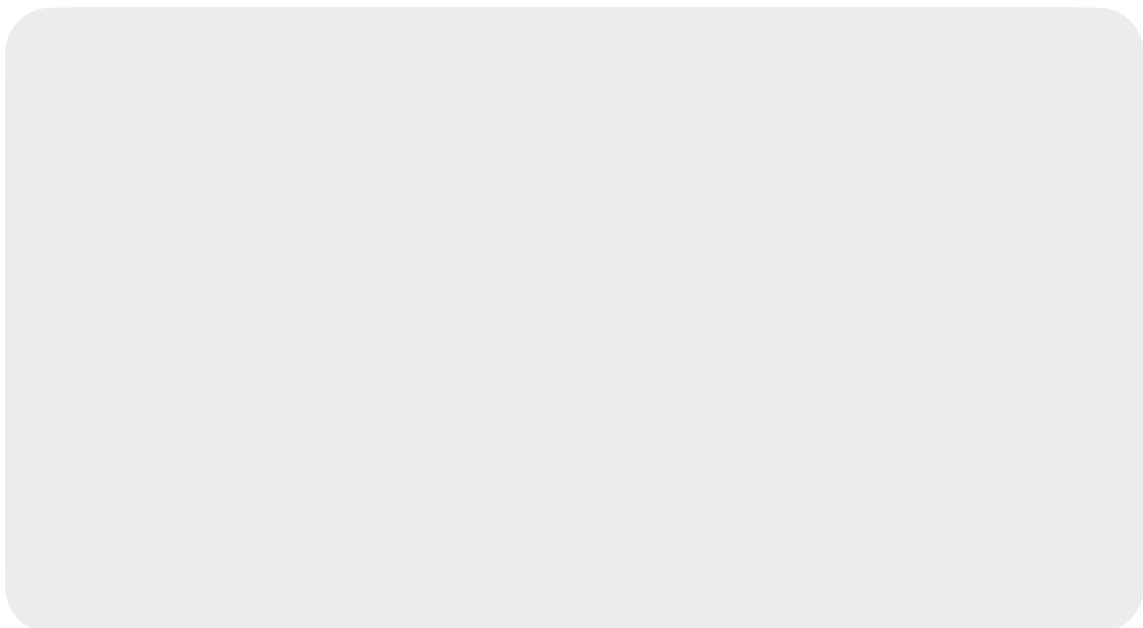
Blogging Niche: \_\_\_\_\_

## BLOG CATEGORIES



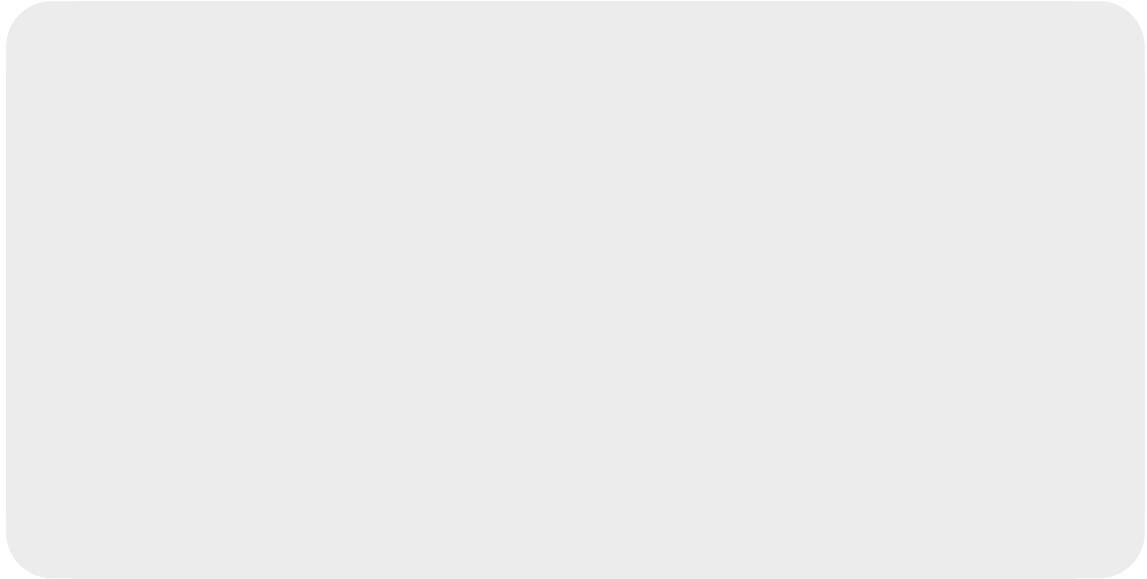
## BLOG SCHEDULING

When will you upload post? How many times a week? Which topics on what days?



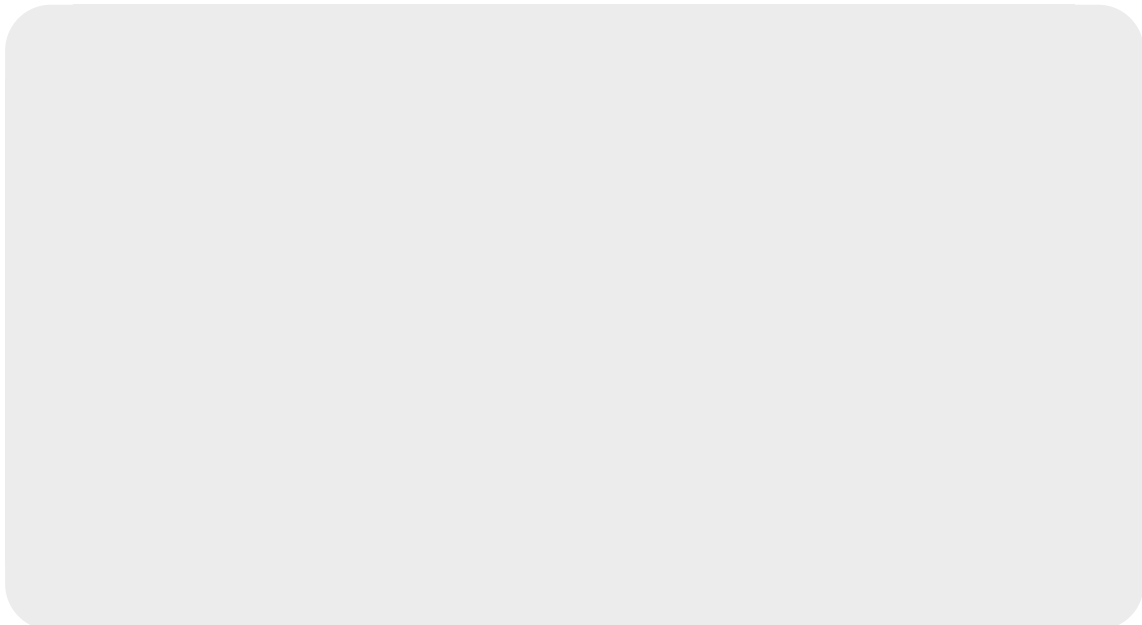
# BLOG FINANCIAL OVERVIEW

What products will your blog? Will there be digital products, goods, services, paid communities? etc.



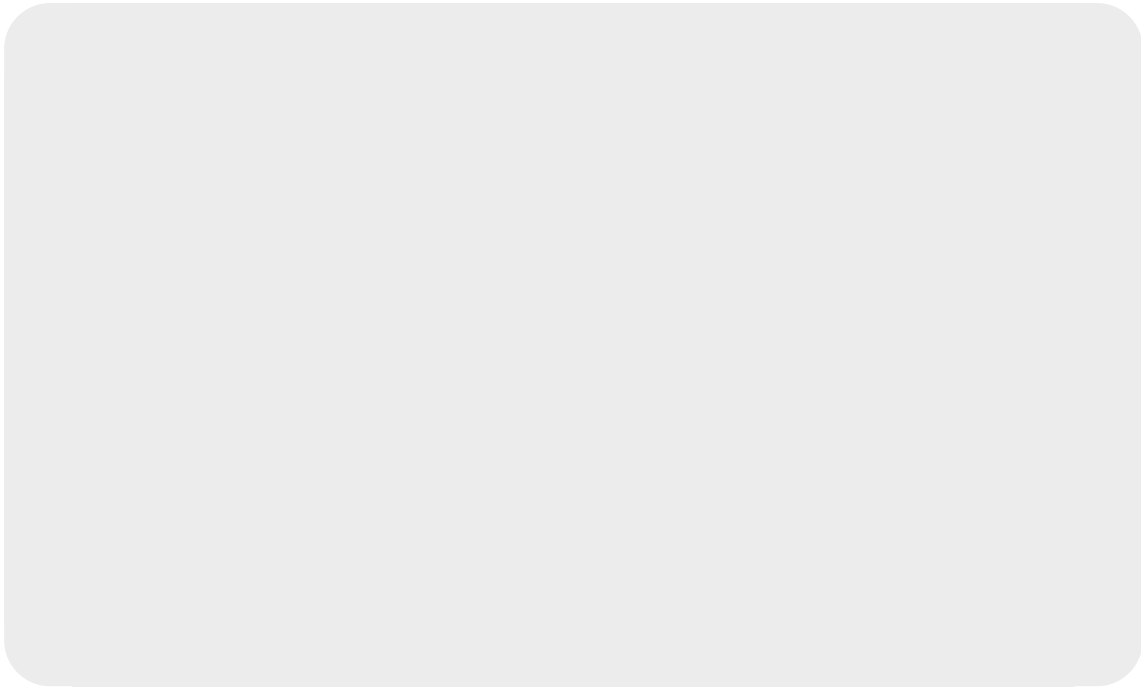
## PARTNERSHIPS & NETWORKS

What affiliate networks and brands will be appropriate for your blog? Include how they will contribute to your blog community.

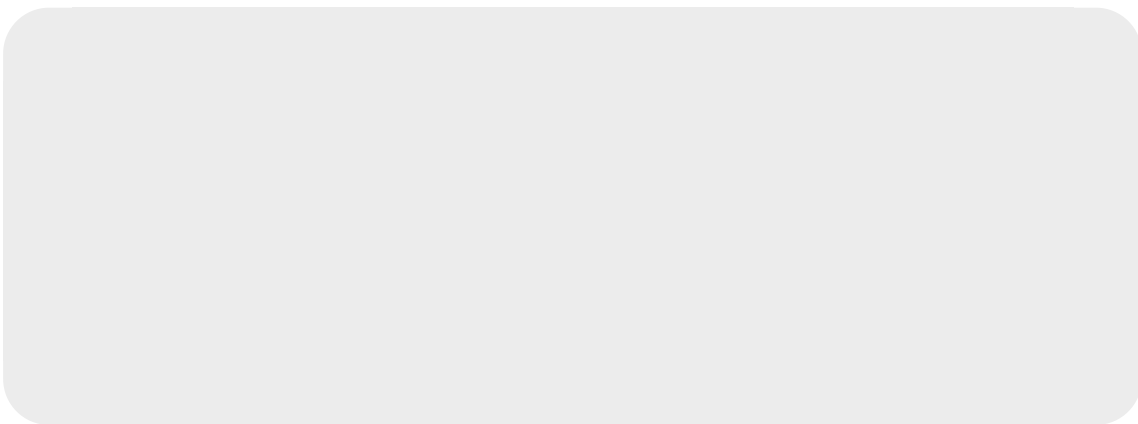


## AD SPACE

What ads will accept on your blog? Include where the ads will be placed and the rates you will charge for each space. Include ad networks like Adsense, or infolinks you will work with as well.



## POSSIBLE ADDITIONAL MONETIZATION TECHNIQUES



Goal Monthly Monetization

Revenue: \_\_\_\_\_

# FINANCIAL-TRAFFIC & MARKETING PLAN

MONTHLY UNIQUE VISITORS: \_\_\_\_\_

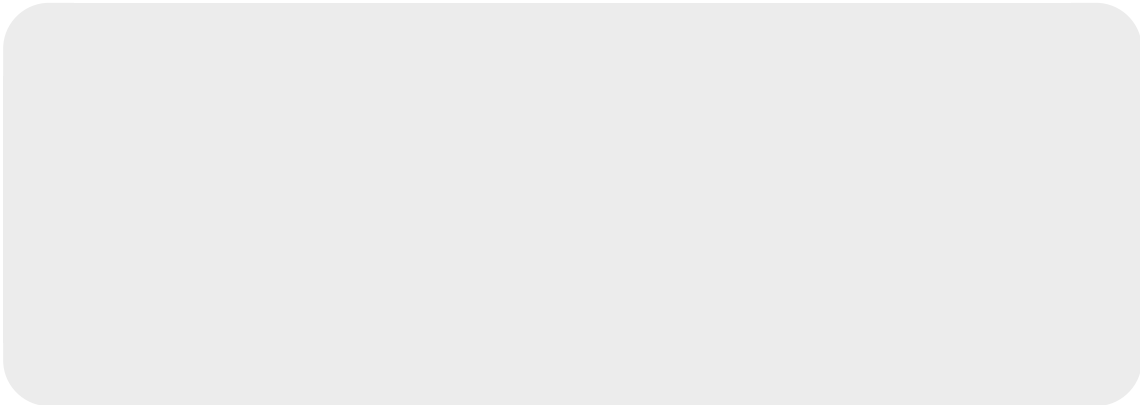
DAILY PAGE VIEWS: \_\_\_\_\_

MONTHLY E-MAIL SUBSCRIBERS: \_\_\_\_\_

E-MAIL LIST CLIENT: \_\_\_\_\_

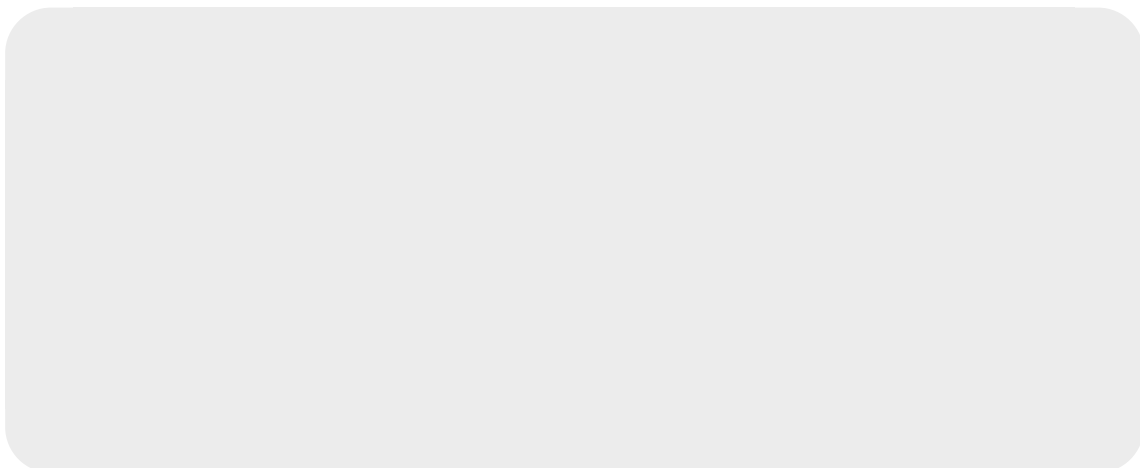
## FACEBOOK/INSTAGRAM AD STRATEGY

Include monthly budget

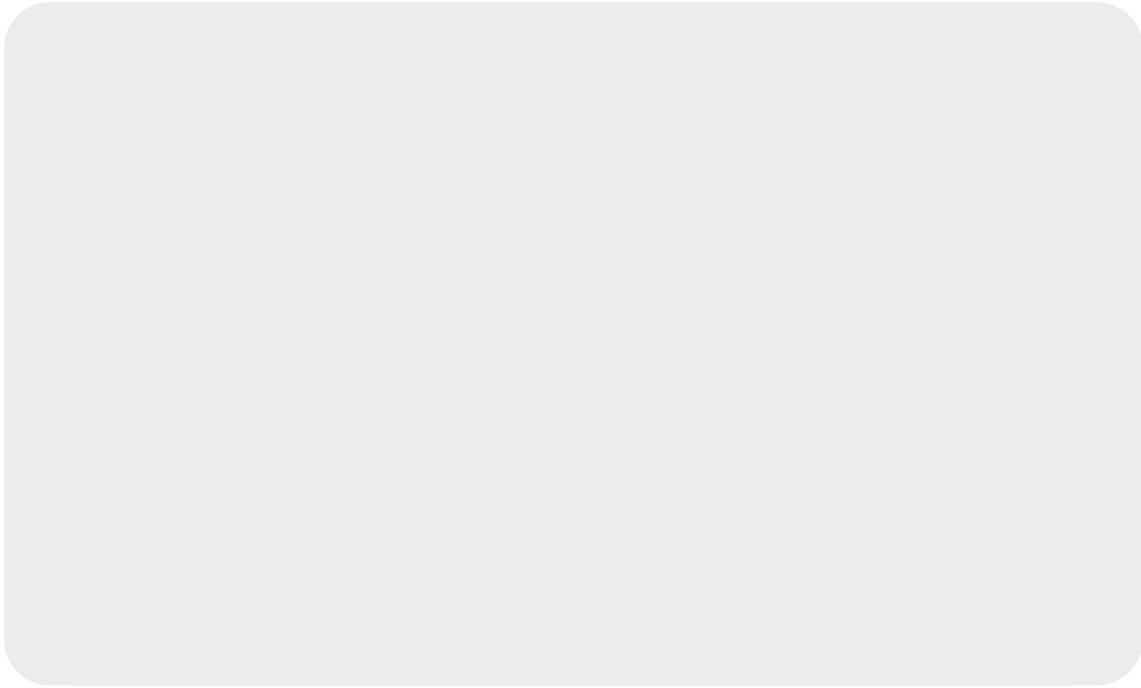


## PINTEREST AD STRATEGY

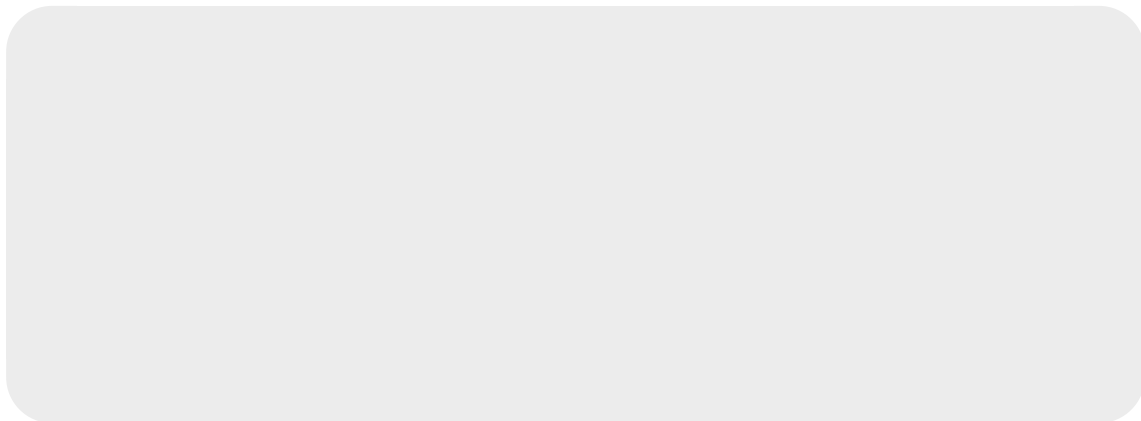
Include monthly budget



## **STUMBLED UPON & MISC AD STRATEGY**

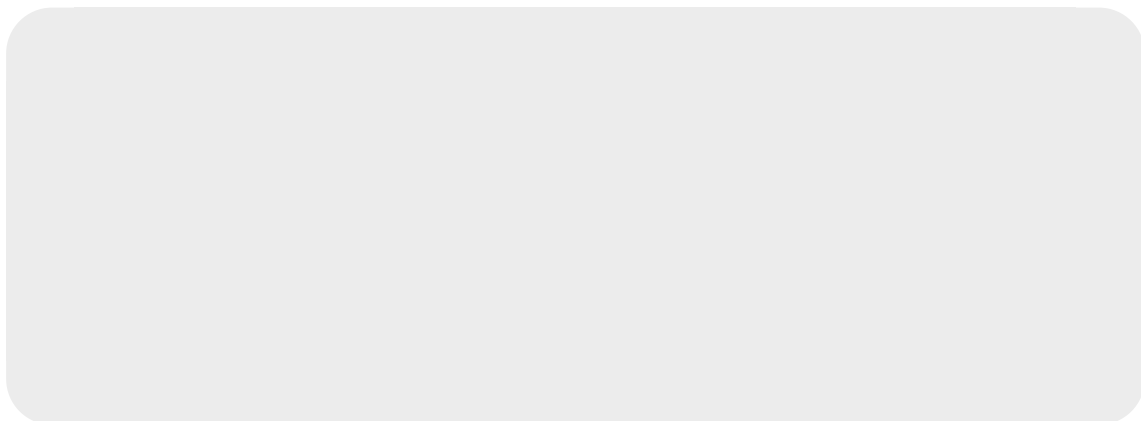


## **EMAIL FUNNEL STRATEGY**



## **OFFLINE MARKETING STRATEGY**

**These include business cards, posters, flyers etc**



## FINANCIAL PROJECTIONS

### TOTAL MONTHLY OVERHEAD EXPENSES

These are the initial startup cost, including your blogging platform, email client server, ad budget, offline marketing, and any recurring payment.

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### TOTAL MONTHLY EXPECTED INCOME

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### SALES FORECAST

Estimate your future sales and accurate business decisions here. Use past user experiences and sales to dictate your forecast.

