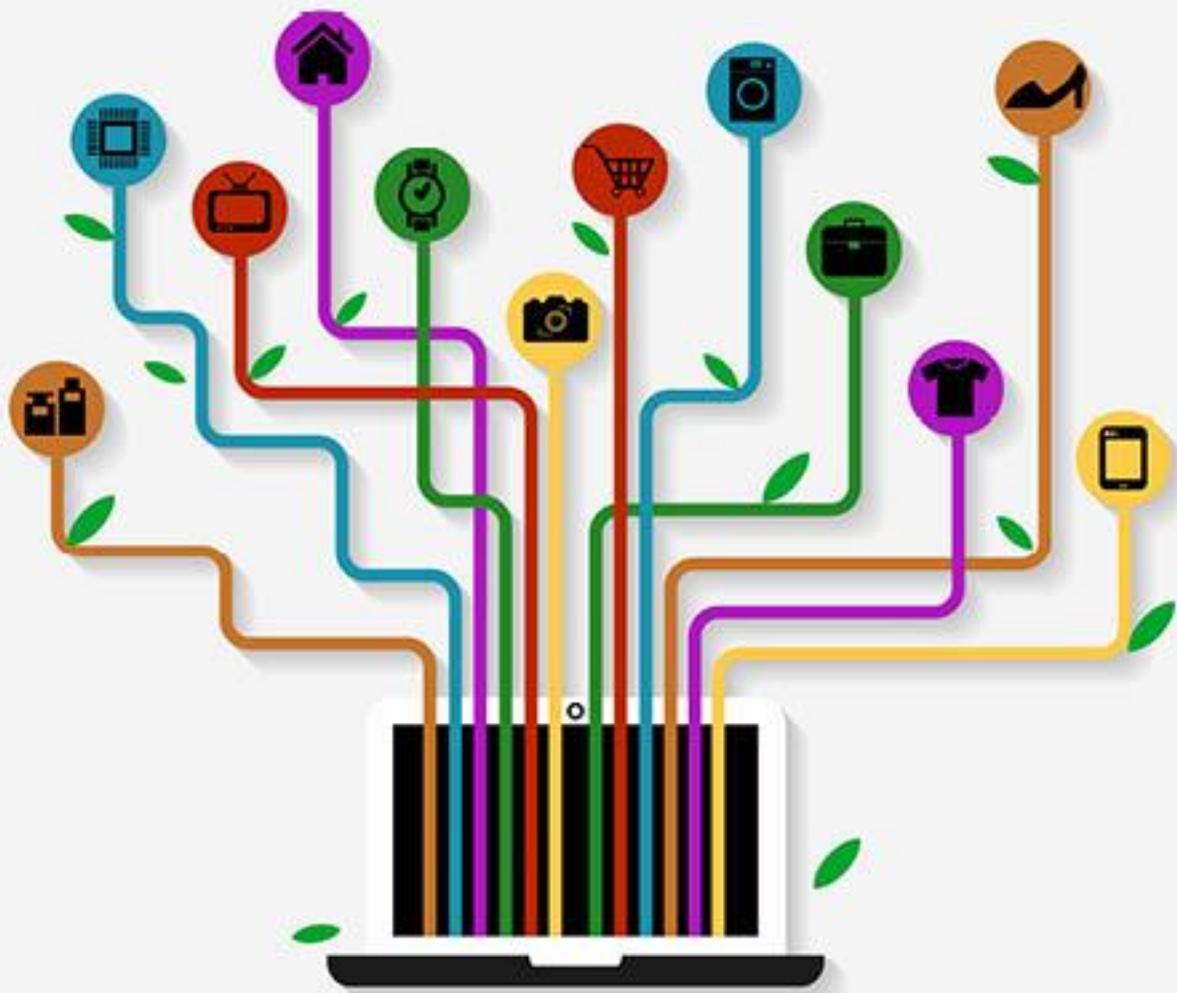


How to Create a Business Plan for Your Blog



Nina Amir

How to Create Your Blog Business Plan
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How to Create a Business Plan for Your Blog



VISION

If, like Alice in *Alice in Wonderland*, you "don't much care where" you and your blog are going, "Then it doesn't matter which way you go." If, however, you have a specific destination, or goal, you must set out down a specific path.

A successful business—any business—starts with a vision, a vision of where you will end up. To get there, you need a roadmap.

To begin creating the business plan for your blog and how you will monetize it, describe in writing what you want your blog and your blog business to look like. Include not only all the different aspects of what you will be doing, but also:

- the affect your blog will have on your readers
- the affect your products and services will have on others
- the affect this blog and business will have on your life.

See the lifestyle you want to create *with* this blog and the business you will build *around* the blog.

As you write your vision, try to see your destination—your goal. Feel what it will be like to have created your blog, built a business around it and created the lifestyle that goes with it. Experience it all. Don't just write the details. Describe it like a good writer—like a novelist so that someone else could experience being there, too. Imagine yourself already successful 1-5 years from now.

STRATEGY

Every business should have a strategy moving forward. Given that you want to create a business around your blog, here are some vital areas to focus upon.

1. Blog

Describe your blog in 50 words or less. This is just like a book pitch or an elevator speech. If someone were to ask you about your blog, what would you tell them or how would you describe it in a pithy, compelling manner in 30-60 seconds? Try to answer these questions in the process:

- If you don't have a blog yet, what will you blog about?
- If you do have a blog, what are you blogging about?
- What benefit does your blog provide to readers? (Think of this as added value.)
- What makes it unique in the blogosphere?
- Who is your target market?
- What makes you the best person to blog about this topic?

In short: Why this blog, why now, why you?

If you don't have the answer to these questions, go out into the blogosphere—the Internet—and study similar (competing and complementary) blogs. You can find many by going to www.technorati.com or www.blogcatalog.com. Answering the questions in the next section first might help as well. (You can come back and write your pitch if necessary.)

2. Expert Status and/or Brand

Writers don't tend to think in terms of branding. They just think of themselves as writers. The same goes for bloggers. However, if you are going to create a blog with related products and services, you, your blog and your products and services become a business. A business needs to be branded so it's easily recognized and remembered—and so people always know when a product or service comes from that company. A brand also helps distinguish your blog and what your blog and its products stand for.

To some extent, your expert status may become your brand. That's why there are so many people who are branded as "coaches" and "experts."

To determine your expert status and come up with your brand, answer these questions:

- What do you know?
- What do you do?
- What do you have experience in?
- What are your credentials?
- What are you passionate about?
- What do you, your blog and your products and services stand for?
- What do people remember you for (or will they remember you for)?
- As the song goes, “Who are you?”
- What benefit can or do you provide to readers?
- What services or products do you already provide related to your writing, blogging or books?
- What have you written or published that might support such a business?
- What information do you have that others need or want?
- What could you speak about or teach?

Can you call yourself an expert in something in particular? Can you say you are the “XX Coach” or the “XX Expert”? If so, what would that be?

Is there a phrase or acronym you can attach to your name (ex. Nina Amir, Inspiration-to-Creation Coach; With **Nina**, you **Achieve More Inspired Results**.)?

Can you begin to see areas of your life or work upon which you can focus that would be of service to others and in which you have expertise? What are they?

3. Products and Services

Now that you have a vision for your company and you have a brand or some idea of your expert status, you can begin the process of figuring out what you might offer to the readers of your blog so you can be of service and make some money. What information products, services and other goodies will you combine to monetize your blog? Choose 2-3 products and services you want to develop over the next 6-18 months from the following list. Know that you will likely only be able to implement 1-2 depending upon which ones you choose and how complicated or time consuming they are to develop. You can also add another two or three that you’d like to add over the next 18-30 months and beyond. You will list them in the next section.

As you do so, ask yourself:

- What am I good at?
- What do I enjoy?
- What do I have to give?
- What am I passionate about?
- What am I likely to follow through with?
- What do my blog readers spend money on?
- What do my blog readers want?
- What problems do my blog readers need solved?
- What questions do my blog readers need answered?

How will you combine your expertise, passion and purpose (and the focus or topic of your blog) with the needs and desires of your blog readers?

What products and services can you create that combine your expertise, passion and purpose as well as your readers needs and desires?

How do the products you plan on creating help you monetize your blog and support your long-term overall plan for the blog and your business?

When you can answer these questions, you have a strategy to monetize your blog. Then you can go on to brainstorm and create products and services.

➤ **Tip Books**

These are books that include tips, steps, tools, etc., and are short and produced in a small, handy size. They also could be handbooks. They can be inexpensively printed on a booklet press or in other ways or even as ebooks. (10-56 tips, one per page)

If you choose to produce this information product, list three possible tip books you could write. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

➤ **Booklets**

These are short books or condensed versions of full-length books (no more than 60 pages). They can be similar to tip books because they might contain tips, steps and tools, but they also contain more copy and pages. In general, they are more content heavy than tip books. They are produced in a small, handy size. They can be inexpensively produced on a booklet press, in other ways or as ebooks.

If you choose to produce this information product, list three possible booklets you could write. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

➤ **Booked Blogs**

These are books of almost any type in any genre created from recycled blog posts. They can be printed in any number of ways or produced as ebooks. Look for blog topics you've covered often or series of posts that can easily be turned into a short book.

If you choose to produce this information product, list three possible booked blogs you could write. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

➤ **Blogged Books**

These are book manuscripts written one post at a time using blog technology in cyberspace. Break your book into post-sized bits, and write and publish these on a regular basis while you build a fan base (author platform or readership) for your blog/blogged book. Blogged books can be short series of blog posts or a full-length book. They can be any genre and published in any possible manner.

If you choose to produce this information product, list three possible blogged books you could write. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

➤ **Teleseminars and webinars**

Teleseminars are classes you teach using a teleseminar line. Webinars are taught on the Internet with screen sharing technology. You can turn any one of your short books or several popular blog posts or an area of your expertise into a 30 minute-1½ hour teleseminar or webinar. Readers sign up via a form (with an autoresponder provided by your email service) on your blog site, pay with Papal, and call in at the allotted time. You deliver the teaching using a teleconference line (free or paid). If you produce a webinar, you will need to create a presentation using a program such as PowerPoint.

If you choose to produce this information product, list three possible teleseminars and/or webinars you could offer. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

➤ **Courses and programs**

Courses and programs can simply be longer versions of your teleseminars and webinars. For example, you can run a 4-hour teleseminars or webinar over the course of four weeks—one hour per week.

To create a program or a home study course, you record the teleseminars or webinar and then sell it. You can add to the offering with transcripts of the audio, additional audio, videos, an ebook created out of the transcript, or any number of other additional products.

You can also create a simple audio program by recording yourself teaching something or reading a series of related blog posts. Then provide the MP3 recordings as the product. Provide the edited transcripts, too. Or turn the transcripts into a whitepaper or ebook.

Your audio, video, transcripts, and ebooks (or any other courses material) can be uploaded to a website or to a blog by creating a membership site using a plugin, like [Premise](#). You can also upload digital products to sites like www.ejunkie.com or www.clickbank.com and sell them from there. Membership sites allow you to expand your business in a variety of ways and to create and sell multiple products and to produce sales pages, manage buyers/users and connect with such sites as clickbank.com and email providers like www.mailchimp.com and www.aweber.com. You can create much more in depth courses, or courses that “drip out” to students over many weeks or months and that include live events, audio, video, and printed material.

Use your imagination. You can probably come up with any number of variations on how to create a course or program.

If you choose to produce this information product, list three possible courses or programs you could create. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

➤ **Coaching and consulting**

As you build your expert status and authority with your blog, you can offer your services as a coach or consultant. Consulting tends to be one-on-one time with a client scheduled one appointment at a time. Coaching tends to be done as a package (ex. 4 1-hour sessions a month) and sometimes it is one-on-one and sometimes only as a group. In general, your readers are paying for your expertise and knowledge by spending time talking to you on the phone, Skyping with you, or meeting with you in person. You can use your time most effectively with group coaching.

If you choose to offer coaching or consulting, list the type of service (blog coaching, book coaching, etc.) you will provide with a 1-2 sentence description of what it involves and three benefits your clients will derive from the service:

- 1.
- 2.
- 3.

➤ **Additional Services**

If there are any other services you will offer, list them below:

- 1.
- 2.
- 3.
- 4.
- 5.

➤ **Speaking**

As with coaching and consulting, once you have established your expert status, you can put out your expert speaker shingle. The books you produce will, of course, help you establish your authority as well. To begin speaking, you must have something to speak about. These speeches can be on the same topics as your books, your teleseminars/webinars, or your courses/programs.

If you choose to become a speaker, list three possible “signature speeches” you could deliver and begin marketing to organizations, conferences and groups. For each one, include a title and a 1-2 sentence pitch (description):

- 1.
- 2.
- 3.

You are now ready to move on to the planning stage!

PLAN

(This is the section of this worksheet you will turn to Nina Amir by emailing it to Namir@copyrightcommunication.com if you have chosen the premium level of this course. Please include your name and email address below. Thanks!)

Name:

Email address:

Now comes the nitty gritty. What do you need to do to actually create your business? And by when will you actually put action items in place so your business goes from vision to reality? That's what a business plan is all about. Now that you know what products and services you want to offer to build a business around your blog, how will you make it happen?

First, let's compile all your info.

Write down:

Your blog pitch (Blog name and description—50 words or less)

Your expert status or branding statement (What would go on the "About" page of your blog in 50-75 word...or in one short, pithy statement?)

The 2-3 products or services you will release in the next 6-18 months (with product names and description—like a pitch for each one)

Also, tell me how these products combine your expertise, passion and purpose (and the focus or topic of your blog) with the needs and desires of your blog readers.

How do they support your long-term overall plan for your blog and your business?

When you can answer these questions, you have a strategy to monetize your blog. And then you can go on to actually brainstorm and create products and services.

The next step involves knowing what you need to develop your business. For example, you might need a blog or someone to help you set up that blog. You might need a coach to help you blog a book or book a blog. You might need a teleseminar line or a consultant to teach you how to run a teleseminars. You might need to find someone to transcribe your telesminar recordings or a tutorial on creating an ebook. You might need editors or designers, or classes in public speaking.

Necessary Resources

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Third, you need a to-do list, better named “action items.” These are the actions that will get you to your goal of monetizing your blog – creating products and services and releasing them to your blog readers (and the world). These are the steps you take that help you follow the roadmap you created with your vision—that help you manifest that vision.

Along with this list, you need a time frame for each one—a deadline. However, you must have an ultimate deadline—a launch day. So, for each product or service, decide when you will launch it. If your blog is not yet live, write down when you will launch your blog. Be realistic! Don’t pick a date a week from now when you know there is no way you can meet that deadline. Also, don’t say 12 months from now when you know you could get it done in 3 months if you push.

Blog Launch Date (if not already launched):

Product or service Name

Launch Date

- 1.
- 2.
- 3.

For each product or service, create a list of 5-10 action items you need to do to create it or launch it. Then go back and highlight the top three priority items with bold type.

Product Name:

Action Items

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Product Name:

Action Items

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Product Name:

Action Items

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Last, what will you do on your blog to support these products? In other words, create a blogging plan—a content plan—that supports the promotion of these products and the furthering of your expert status. Below, come up with 10 blog post titles that further your expert status in these areas and 5 blog post titles that support each of the products or services you plan to launch.

Blog Posts to Build Expert Status

- 1.
- 2.
- 3.
- 4.
- 5.

Blog Posts to Promote _____

- 1.
- 2.
- 3.
- 4.
- 5.

Blog Posts to Promote _____

- 1.
- 2.
- 3.
- 4.
- 5.

Blog Posts to Promote _____

- 1.
- 2.
- 3.
- 4.
- 5.

No business plan is complete without a bit of focus on promotion and marketing. How will you promote your blog and your new products? *Make a list of five ways—in addition to social networking—that you could bring in new “clients” and “customers.”*

- 1.
- 2.
- 3.
- 4.
- 5.

SUCCESS

Now you have a clear roadmap. You know what road to follow, and you have a destination. You've created the blog business plan to help you monetize your blog. Go **Achieve More Inspired Results** by carrying it out—taking the necessary action steps!

Nina Amir

Inspiration-to-Creation Coach

With Nina, you Achieve More Inspired Results

If you are interested in further coaching or consulting on your book, blog business plan, book proposal, blog, blogged book, or booked blog, please feel free to contact Nina Amir at namir@copyrightcommunications.com. For more information, visit:

www.ninaamir.com

www.copyrightcommunications.com

www.purespritcreations.com

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