



CHECKLIST & WORKBOOK FOR

BLOGGING

STRATEGICALLY

BLOGENERGIZER.COM

How To Use This Workbook

This workbook is to be used together with the “Simple Plan For Blogging Strategically” guidebook. This guide helps to explain the questions asked here in greater detail. If you are stuck, refer to the guidebook beforehand. It’s a short and easy read.

Answer the questions and check each item when done. Use the space below each question to brainstorm, state or define your decision/actions. Plan to revisit this workbook at intervals e.g. Monthly, quarterly or bi-annually.

Plan To Grow Your Audience

- ☐ How can readers connect with you outside your blog? What social media accounts have you set up? Do they know how to get in touch with you via email or snail-mail?

- ☐ Comment on similar blogs, be a guest author and become active in the places your readers are. Spend time answering their questions.

- ☐ Your email sign up form is in prominent places on your blog. Use a plugin to invite readers to sign up at the end of each post. Direct people from social media accounts to your sign-up page.

- ☐ Develop a series. A series will get people to return to your blog to continue with the next post in the series.

- ☐ Tell the story of how you helped one or two people.

- ☐ Be your true self. Share your values and your ideas. Post about everyone else is talking about, but do it with your own voice, thoughts and opinions.

- ☐ Have business cards made with your blog information on them. Yes they still work and can be really handy. Include social media profiles in your cards.

- ☐ Participate in blog challenges and interviews to get more readers to your blog.

Plan To Monetize Your Blog

- ☐ Know the focus of your blog. Choose the type of monetization that your readers are likely to respond to.

- ☐ Decide on the types of monetization you want to implement. Will it be your own products or someone else's?

- ☐ Which affiliate network(s) or individual affiliate program(s) will you start with? ClickBank, Commission Junction and Amazon are all popular ones.

- ☐ What types of eBooks you will be offering? Brainstorm a variety of eBooks created in different price ranges.

- ☐ Seek out advertisers for display and banner advertising. Some of the more popular ad networks include Google AdSense and BurstMedia. Make a list and contact individual merchants/advertisers who you want to build a partnership with.

☐ For immediate income, what types of services, consulting and coaching will you offer?

☐ Sell physical products? Other than offer specials and updates about products, brainstorm what you can write about on your blog to build credibility. Examples: Show people alternate ways to use your product, feature customers who use your product.

☐ Have lots of content? Could they be turned into memberships or subscription programs to offer more in-depth material than those on the blog?

☐ Consider hosting paid online events on your blog. Attendees can pay to attend or you can recruit sponsors.

Partner with Other Bloggers and Product Sellers

- ☐ Scope out and select blogs in your niche you want to partner with. Interact with them on Facebook, Twitter, forums and wherever they are.

- ☐ Contact bloggers who are bigger than you and smaller than you. Make a list of their contact information.

- ☐ Created a fun, compelling media kit that helps you stand out from others.

- ☐ Contact other bloggers and product sellers with a personalized message to introduce yourself. Include the person's name and personalize with information about their blog, specifically, how you can help them with a partnership. Keep in mind they probably get a lot of similar requests on a daily basis. Figure out how you can make yourself and your offer unique from all the other requests. Be honest, up front, to the point. Don't bait, don't make them guess what you want. Don't waste their time.

- ☐ Build a lasting relationship and friends with other bloggers and product sellers by being professional and helpful. Figure out ways you can help them.

- ☐ Build into your partnership offer specific plans for social media and promotion.

Plan Your Content

- ☐ Define your target market is by their age group, interests, and gender.

- ☐ Why do/would people read your blog? To find resources? Answer questions? Find out how to do something?

- ☐ Describe what your number one blog fan would look like. When writing posts, refer to your description. Speak to this person. Keep it friendly and engaging.

- ☐ Brainstorm content on topics you love instead of what you think you should love. People sense when you aren't passionate about your topic.

- ☐ Develop and list topics that helps your reader in some way. Does it solve an immediate problem? Answer a question? Provide information on how to do something?

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- ☐ Craft a blogging schedule. It doesn't matter if it is daily, weekly. Make every effort to stick to your schedule, but don't be afraid to change it up if a different schedule works better. The important thing is to not leave your blog a ghost town for a long time.

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- ☐ Be clear on the purpose or goal of each piece of content. Are you trying to get more traffic or sales? Is the purpose to get people to opt-in to your mailing list? Be sure to lead people to take the action you want them to.

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- ☐ List the various places you can re-purpose your content.