



MY 1ST YEAR

Blog Plan

I'M GONNA ROCK IT!



with help from

WWW.FINDINGBALANCE.MOM

My Quick Blogging Hand Guide



How To Use The Blog Plan: 1. Be inspired. 2. Write your own story with a nice photo of you ☺. 3. Follow the steps in the Blog Plan but remember that it's just a guide. 4. Setup your blog using the setup to do list. 5. Cut out the stickers and put them up where you want to keep you inspired. Finally, track your progress with the month sheets!

Quick Links:

Blog Set up and optimization	Best hosting → Geekstorage for techy girls ;), or lyrical host for hands off girls.
Feminine Wordpress Themes	Blog post ideas
Affiliate Marketing Programs to Join	Best Email Marketing Service: Convertkit or Mailerlite (free) + Create optins ,

support: lily@findingbalance.com

My Brand At A Glance

Name:

URL:

Tagline:

Social Media Username:

Colors (#ffffff):

Categories:

Target Audience:

Description	Interested in	Not interested in	Can be found here

Competition:

Site Name & Owner	URL	DA	Top Supporters



Belief is everything, believe in yourself.

SARAH'S STORY.

“Six years ago, I was living in a homeless shelter and had \$30k worth of debt. My ex-husband was on his 3rd affair and my kids and I had nothing except what I could pack in a small car. The shelter was dirty, people were always sick, the food was so old I wouldn't serve it to a starving dog, and there were no windows. It seemed hopeless...

...My lawyers, my Pastor, my friends, family, everyone in my life all told me to get a job. They BEGGED me. But, I knew in my heart, God was convicting me to start a blog and so, on Dec 23, 2013, I turned my blog ON. I clicked the button to go LIVE to the world, no spell check, no sentence structure and all...

...a few short months later, I wasn't making as much money as I was putting in. I was losing money. I was spending money in all the wrong places, doing all the wrong things..

... my 12th month blogging, I made a hair over TEN THOUSAND DOLLARS income...in ONE month!

When I figured out my income for the month, I cried hysterically. God did it. I did it. **They were ALL WRONG!**

...My life has changed since that day,”

Sarah runs [Sarah Titus](#), a printables blog.

Will YOU dare to believe today?

Write your own blogging success story that makes you cry **and** believe it.

Read my own story [here](#).

My Blogging Success Story



Photo here

My 12 Month Blog Plan



	FOCUS	STRATEGY	TRAFFIC TASKS	LIST BUILDING	MONEY MAKING
Month 1 Setup & Launch	Prelaunch Content	Set goals, choose niche , setup , install coming soon, write seed content , launch.	Apply to pinterest group boards , join facebook groups and tailwind tribes .	Sign up for your preferred email service provider, create an optin form and welcome email.	Research affiliate marketing programs to join .
Month 2	Networking	Publish 8+ blog posts (ideas), interview/feature influencers, inform them, join conversations in facebook groups .	Create 2 pins per post and add to group boards and tribes, share posts in facebook promo threads.	Set up optin form. (I use convertkit but you can start with mailerlite for free.)	Apply to an ad network like media.net , join affiliate marketing programs .
Month 3	Monetization	Publish 5 core affiliate posts, 3+ usual blog posts.	Create more pins, join more group boards, promote in facebook groups.	Evaluate top blog posts and blog goals , create optin and landing page following this guide .	Learn to make money with affiliate marketing .
Month 4	SEO	Post 8+ blog posts, go through posts and interlink, evaluate your blog structure... use this post to help.	Same as previous month + Join Viral Content Bee , expand to a new social network.	Evaluate conversion rate, create new pins for your landing page or create a new optin altogether.	Evaluate top performing affiliate posts, optimize and promote them.
Month 5	Link Building	Comment on blogs with great DA, guest post... read this post for ways to build backlinks to your blog	Evaluate Pinterest boards and tailwind tribes using tailwind , leave bad boards and join new ones.	Add optin to guest posts.	Join Mediavine , monetize top traffic posts.
Month 6	More Content	Publish more indepth content to prove your expertise.	Promote in group boards, tailwind tribes and facebook groups.	Link more frequently to your landing pages or posts with content upgrades .	Audit blog posts to find affiliate marketing opportunities.
Month 7	List Building	Create one optin you could totally charge for and set it up as a free download.	Reach out to influencers whose niches overlap but don't compete, do round ups of free resources featuring them and include yours.	Add optin to top of page, exit intent popup or slide in.	Write a sales email sequence for your optin. It could be for affiliate products.
Month 8	Social Media Marketing	Keep focusing on deep SEO content to solidify your google traffic. Choose one social media platform and focus on building your reach there.	Join more high quality group boards, promote. Audit and update blog posts to improve SEO.	Create new pins for optins and add to tribes. Ask your list to share. Run a sharing contest/giveaway.	Share affiliate links on social media platforms.
Month 9	Sponsorship and influencer outreach	Reach out to brands your love. Prepare your media kit .	SEO old posts and update them. Create your own group boards.	Create a facebook group and pin your optin to the top.	Monetize top traffic posts.
Month 10	New kind of content	Experiment with podcasting, starting a youtube channel, facebook lives, infographics (I use Visme to quickly create them)	Promote your blog on your new platform.	Promote optin on new platform.	Promote affiliate links on new platform. Survey your audience for product ideas.
Month 11	Automate and outsource	Outsource blog content creation, accept guest posts, hire a VA.	Teach your VA how to use pinterest like it works for you. You should be using smartloop by now.	Prime your list for your product launch/affiliate product sale.	Product creation
Month 12	Product launch/Big affiliate sale	Create posts relevant to the product or affiliate product you are about to sell.	Promote in facebook groups, tribes, group boards.	Sales email sequence.	\$\$\$\$\$\$\$\$\$ ☺

My Blog Setup To Do List



(1) *Decide*

- Set Lifestyle Goals.
- Research [niche options](#).
- Choose niche.

(2) *Brand*

- [Pick domain name](#).
- Reserve handle on social media.
- Choose colors.

(3) *Monetize*

- [Find affiliate products](#).
- Create low entry products.
- Research Ad networks.

(4) *Setup*

- [Buy Hosting](#).
- [Choose Theme](#).
- [Install & Configure Wordpress](#).

(5) *Secure*

- Install Security Plugin of choice.
- Install Antispam Plugin.
- Install Backup Plugin.
- Install Caching Plugin.

(6) *Legalize*

- Disclaimer Page.
- Privacy Policy.
- Cookie Policy.
- [More at Jade & Oak](#).

(7) *Write*

- Post 1 - The main point of your blog.
- 2-5 other posts covering related topics with high search volume.
- [About page](#) and/or Start page.

(8) *Prettify*

- Add [killer graphics](#).
- Remove the META login area in your sidebar. APPEARANCE > EDITOR > SIDEBAR.
- Increase font size to 15px atleast.

(9) *Optimize*

- [Create a Google Search Console account](#).
- [Change your url permalink structure](#) to use "post name" as default.
- Submit a sitemap.
- Signup for [Convertkit](#) or [Mailerlite](#)
- Add [valuable optins](#).
- Interlink posts.

(10) *Promote*

- [Set up pinterest business account](#).
- [Sign up for tailwind](#). (One Month Free)
- Apply to [group boards](#) and tailwind tribes.
- Find about 7 key influencers in your niche.
- Link to them in your posts.
- Ask them to share.

Need help? Ask me anything in [the facebook group](#).

20__ Blog Sheet

GOAL TRACKING			
GOAL	Traffic	Subscribers	Income
	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
Strategy:		Blog Posts:	

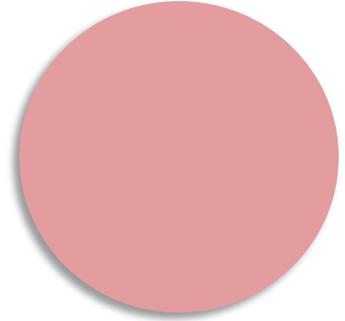
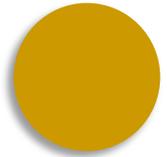
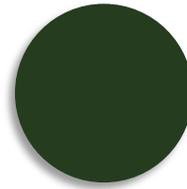
Notes:

MONTH IN REVIEW

<u>Milestones Reached</u>	<u>What Worked</u>	<u>What Didn't</u>	<u>Top Posts</u>

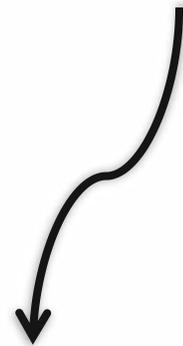
Get a more powerful blog planner at findingbalance.com/smartblogplanner

<p><i>Believe</i> <u>YOU</u> can</p>	<p>PROVE. THEM. WRONG.</p>	<p><i>Do Smarter,</i> have <u>ALL.</u></p>
<p>Online #MOMPRES NEUR</p>	<p>HOW BAD <u>DO YOU</u> WANT IT?</p>	<p><u>D</u>REAMS DON'T WORK UNLESS <u>YOU</u> DO</p>
<p>ROCK IT <u>TODAY!</u></p>	<p>WAKE UP <i>Beauty,</i> TIME TO BEAST</p>	<p>Now <i>is</i> the right time</p>
<p>YOU ARE ENOUGH</p>	<p><u>You've</u> <i>got this</i> ➔</p>	<p>Dream Big. <i>Take</i> <u>Action.</u></p>



Lily Ugbaja

- *Boss Mom*
- *9 - 5 Rebel*
- *Dummy Tester*



[Learn More About Me](#)
[Get More Awesome Freebies](#)
[Join My Private Facebook Community](#)