



MY 1<sup>ST</sup> 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:

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

support: [lily@findingbalance.com](mailto: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
<b>Month 1 Setup &amp; Launch</b>	Prelaunch Content	Set goals, <a href="#">choose niche</a> , <a href="#">setup</a> , install coming soon, <a href="#">write seed content</a> , launch.	Apply to <a href="#">pinterest group boards</a> , join <a href="#">facebook groups</a> and <a href="#">tailwind tribes</a> .	Sign up for your preferred email service provider, create an optin form and welcome email.	Research <a href="#">affiliate marketing programs to join</a> .
<b>Month 2</b>	Networking	Publish 8+ blog posts ( <a href="#">ideas</a> ), interview/feature influencers, inform them, join conversations in <a href="#">facebook groups</a> .	Create 2 <a href="#">pins</a> per post and add to <a href="#">group boards</a> and tribes, share posts in facebook promo threads.	Set up optin form. (I use <a href="#">convertkit</a> but you can start with <a href="#">mailerlite</a> for free.)	Apply to an ad network like <a href="#">media.net</a> , join <a href="#">affiliate marketing programs</a> .
<b>Month 3</b>	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 <a href="#">blog goals</a> , create optin and landing page following <a href="#">this guide</a> .	Learn to <a href="#">make money with affiliate marketing</a> .
<b>Month 4</b>	SEO	Post 8+ blog posts, go through posts and interlink, evaluate your blog structure... use <a href="#">this post</a> to help.	Same as previous month + Join <a href="#">Viral Content Bee</a> , expand to a new social network.	Evaluate conversion rate, create new <a href="#">pins</a> for your landing page or create a new optin altogether.	Evaluate top performing affiliate posts, optimize and promote them.
<b>Month 5</b>	Link Building	Comment on blogs with great DA, guest post... read <a href="#">this post</a> for ways to build backlinks to your blog	Evaluate Pinterest boards and tailwind tribes using <a href="#">tailwind</a> , leave bad boards and join new ones.	Add optin to guest posts.	Join <a href="#">Mediavine</a> , monetize top traffic posts.
<b>Month 6</b>	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 <a href="#">content upgrades</a> .	Audit blog posts to find affiliate marketing opportunities.
<b>Month 7</b>	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.
<b>Month 8</b>	Social Media Marketing	Keep focusing on <a href="#">deep SEO content</a> 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.
<b>Month 9</b>	Sponsorship and influencer outreach	Reach out to brands your love. <a href="#">Prepare your media kit</a> .	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.
<b>Month 10</b>	New kind of content	Experiment with podcasting, starting a youtube channel, facebook lives, infographics (I use <a href="#">Visme</a> 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.
<b>Month 11</b>	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.	<a href="#">Product creation</a>
<b>Month 12</b>	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.

## (3) *Monetize*

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

## (5) *Secure*

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

## (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.

## (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.

## (2) *Brand*

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

## (4) *Setup*

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

## (6) *Legalize*

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

## (8) *Prettify*

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

## (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:

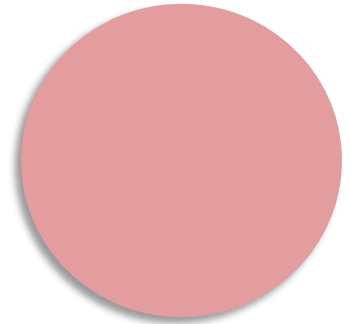
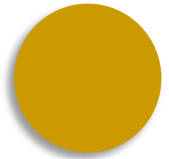
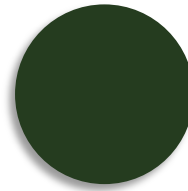
## MONTH IN REVIEW

<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](https://findingbalance.com/smartblogplanner)

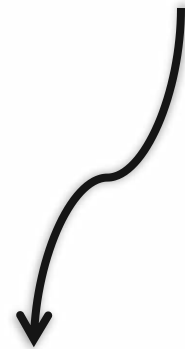
<p><i>Believe</i> <b><u>YOU</u></b> can</p>	<p><b>PROVE. THEM. WRONG.</b></p>	<p><i>Do Smarter,</i> have <b><u>ALL.</u></b></p>
<p>Online <b>#MOMPRES NEUR</b></p>	<p>HOW BAD <b><u>DO YOU</u> WANT IT?</b></p>	<p><b><u>D</u>REAMS</b> <b>DON'T</b> WORK UNLESS <b><u>YOU</u></b> DO</p>
<p><b>ROCK</b> IT 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





*Lily Ugbaja*

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



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