

Blog Business Plan Template



Blog Business Plan

For a detailed description of how to create your blog business plan, visit:

<https://FitSmallBusiness/blog-business-plan/>

I. Executive Summary

Blog Name and URL (if chosen)

Blog Overview

Target Market (Niche Your Blog Services)
& **Ideal Audience**



Mission Statement

Blog Mission Statement Template

Our mission at [blog name] _____
is [what you do] _____
for [who you do it for] _____
that [what you accomplish] _____

Top Goals

List four to seven goals for your blog, as well a brief summary of the actions you plan to take with your blogging business that will set you apart from the crowd and that you believe are critical for success.



II. Market & Competitor Analysis

Niche Market Analysis

Competitor Analysis



III. Brand Identity

Logo & Brand Marks (if available)

Brand Overview

IV. Blog Content Overview

Content Plan Summary

Primary Blog Categories

V. Blog Monetization Plan

Current or Start-Up **Monetization Strategies**

Future Monetization **Strategies**

VI. Blog Marketing & Promotion Strategies

Launch Strategy (for New Blogs)

Social Marketing Plan & Goals

Paid Advertising Plan (If Relevant)

Search Engine Optimization Plan

Email Marketing

VII. Blog Management & Operations Requirements

Blog Platform & Host

Blog Content Creation Plan

Marketing Execution Plan

Technical & Design Plan

Accounting Plan



VIII. Costs & Revenues Forecast

Startup Costs

Operational Costs

Break-Even Analysis

Revenue Projections



IX. Blog Performance Analysis

Key Performance Indicators

Analytics Tools

X. Business Exit Strategy