

Make Money Planning, Creating
& Marketing Blog Posts

BLOG POST BUSINESS PLAN

LEARN HOW TO MAKE MONEY BLOGGING
WITH THIS REVOLUTIONARY STEP-BY-STEP GUIDE

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1. Resources

Blogging has a steep learning curve. Newbie. Intermediate. Pro. There is always more to learn.

Spend your time planning and creating content. Marketing. Engaging with influencers and readers. Growth. Reach. Traffic. Making money. Everything else should be taken care of by high quality service providers.

Here's the choice. Spend time or spend money getting things done. Remember,

Time, not money, is your most precious asset.

Making smart decisions means finding and using services that help you earn more, fast. The faster you earn, the quicker you can grow and start making real money.

Don't get bogged down with administration, development, or anything else that takes you away from content, marketing and money.

Here's a helpful list of resources worth exploring.

Websites & Hosting

- [WooCommerce](#) – eCommerce for WordPress
- [WordPress](#) – Domain & Blogs (the most popular blogging platform in the world)
- [StudioPress](#) – WordPress themes
- [WP Engine](#) – Specialist WordPress hosting

SEO

- [SEMRush](#) – Traffic & competitor analysis
- [PageSpeed Insights](#) – Site speed & performance analysis

Marketing

- [AWeber](#) – Email marketing list growth & management
- [HARO](#) – Media outreach
- [NinjaOutreach](#) – Influencer marketing & link building

Security/Privacy

- [JetPack](#) – Security for WordPress
- [PureVPN](#) – Internet browsing protection
- [Avast](#) – Antivirus software

Money

- [Google Ads](#) – Google ad network
- [ShareASale](#) – Affiliate network
- [CJ](#) – Affiliate network
- [Amazon associates](#) – Amazon's affiliate program
- [Freshbooks](#) – Small & home business cloud accounting
- [OnDeck](#) – Small business loans

2. Ideas & Concepts

Write about what you know. Write about what you want to know. Write about what other people want to know. Write about your passion. Write about anything you want. The world is your oyster.

Except...

Not all blog topics are created equal.

Ideas and concepts you come up with now will need to be adapted, discarded and filtered depending on whether or not you are able to find a viable way to make money from them.

Actions

1. Explore, gather and jot down ideas that interest you.
2. Do a bit of online research around each topic to look for “angles” or potential gaps to be exploited.
3. Refine your ideas based on what exists in the market and where you believe you can add value.
4. Try show the idea is **not viable** using steps 2 and 3 (*Keyword Research & Market Research*) that follow.

It is far more efficient to find a *critical flaw* in an idea as early as possible to avoid wasting further time and resources.

A critical flaw is anything that would absolutely prevent your blog post from generating a worthwhile return on investment. For example, extremely low volumes of low value traffic.

Fail early. Fail often.

Outcome

Have at least one *viable* blog post idea that is worth pursuing past steps 2 and 3.

A viable blog post has great earning potential. Gaps or angles to exploit. One or more opportunities to create newsworthy content. A vibrant and engaged audience.

Resources

- [SEMRush Topic Research](#)
- [How to Come Up with Good Business Ideas \(the Fun & Easy Way\)](#)
- [5 Great 'Gap in the Market' Startup Ideas](#)
- [5 Niche Blog Ideas \(You Can Start Today\)](#)

3. Keyword Research

Identify search terms that fall under the scope of your proposed blog in order to gauge the potential amounts of organic search traffic available in that niche.

Actions

1. Research and identify primary keywords and phrases for your blog post idea.
2. Establish traffic volumes for closely related terms in your niche (*both longtail and high-volume keywords & phrases*).
3. Work out the total value of both segments.

Outcome

Ultimately you should be able to state the total (*both longtail and high volume*) potential monthly traffic from organic search and understand what value the market places on that traffic.

Resources

- [Google AdSense Keyword Planner](#)
- [Google Trends](#)
- [Keyword Research: The Definitive Guide](#)

4. Market Research

Identify the value of the niche market by comparing the size (*number of potential visitors*) to how much advertisers are willing to pay to advertise as well as the diversity and size of related industries.

Actions

1. Identify advertisers
2. Identify companies
3. Identify services
4. Identify products
5. Identify media (*local, national & international, if applicable*)
6. Identify forums, blogs, communities, social

Outcome

Not only should you have a broad knowledge of the value your target audience holds for the companies, products and services aimed at them, but you should also know what media covers that beat and what potential interest they might have in your content.

Resources

- [Google Search](#)
- [Google AdSense Keyword Planner](#)

5. Competitor Research

Competitor research provides insights into who operates in your niche, what work they've been doing (*interesting angles, approaches, research, etc*), what they've done to market their content (*how many backlinks have they earned, who have they gotten backlinks from, etc*) and who they have relationships with (*social media connections, regular commenters, linkers, etc*).

Actions

1. Identify articles, writers, blog & sites that compete across all the primary keywords and phrases you wish to target.
2. Research each of the top rankings results to ascertain how many links they have accumulated and where those links come from.

Outcome

Have a clear understanding of how much time and effort will be required to become competitive in this niche. Understand whether or not you'll be able to compete for profitable longtail search terms in a reasonable amount of time based on how much time and resources are required to potentially start earning revenue.

Resources

- [Google Search](#)
- [SEMRush Traffic Analytics](#)

6. Marketing Plan

Marketing takes over from the moment your article is published and should take the majority of your overall time, effort and resources. It encompasses everything from social media to SEO and even paid advertising.

Actions

1. Identify key influencers in your niche and plan how to build relationships with them.
2. Identify key reporters, journalists & editors in the media and plan one or more newsworthy press releases relating to your article.
3. Identify related blogs & sites and plan related articles to pitch as guest posts.
4. Identify government, industry or educational sites and plan to share any original research or findings of interest.
5. Identify aspects of your niche that would suit ongoing coverage and plan to convert readers into newsletter signups.
6. Identify which social networks are well suited to your niche topic and develop a plan for sharing and building relationships with key influencers.

Outcome

Have a clear idea of who to approach and how to approach them for each of the outreach channels you have identified.

Understand what content you are going to share to drive engagement via social media. Drive newsletter signups on an ongoing basis. Garner media coverage & make the news. Be cited on industry websites.

Resources

- [Google Search](#)
- [Top Marketing Tools \(to be Your Own Marketing Agency\)](#)
- [Sales Funnels for Bloggers](#)
- [BuzzSumo](#)
- [HARO](#)

7. Revenue Plan

Making money online is the epitome of the saying, “*There’s more than one way to skin a cat.*”

There are a wide array of options to choose from, such as:

- Google AdSense
- Affiliate marketing
- Advertising
- eCommerce
- Paid subscriptions

Not all revenue streams will be as lucrative as others, depending on your target audience and niche topic.

The one non-negotiable is *building an email marketing list*. As the old marketing saying goes,

The money’s in the list.

Actions

1. Identify viable revenue channels based on your target audience and their “intent”
2. Plan sales funnels to drive conversions.
3. Setup a [free email marketing account](#).

Outcome

Understand which products and services are most likely to be useful to readers at each point in the article and how to drive readers to conversions (*including email list signups*) in order to maximize and grow revenue.

Resources

- [Online Marketing \(Complete Beginner’s Guide\)](#)
- [Email Marketing \(Complete Beginner’s Guide\)](#)

8. Objective

Your blog post idea is fully formed once you have created an *elevator pitch* based on your completed business plan.

The point of an elevator pitch is to quickly convince potential investors that your idea will make money.

Sure, you might not need investors.

Having a startup business level of understanding about your blog post and its market is vital. If you *could* successfully convince an investor your blog post idea will make money you are well positioned to execute the plan AND be successful.

The elevator pitch should be brief. Concise. Easy to understand and convey excitement and potential with a clearly defined path to profits.

You should only be able to complete this at the end of the business plan process since you won't have all the information required to make a compelling argument until you understand the market, competition and revenue channels.