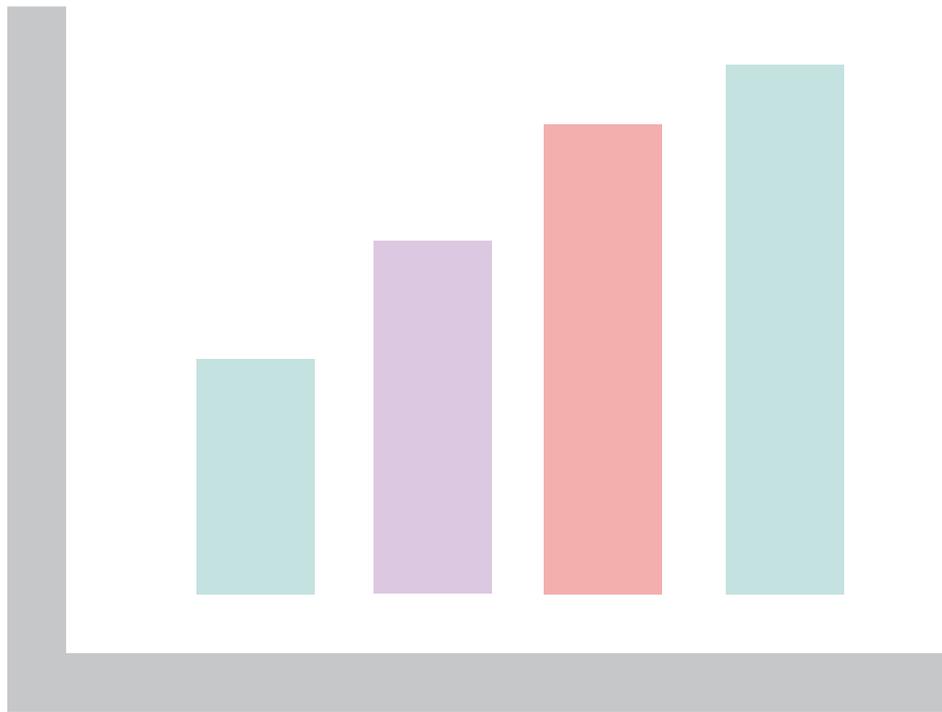


BLOG TO BUSINESS

Progress Tracker



VIA **YURI**

BLOG TO BUSINESS

Progress Tracker

As you complete each task, fill in the boxes below each category to track your progress from starting a blog to running a small business. Make it your own by using your favorite pens, markers, colored pencils, or highlighters!

Essentials

WEBSITE DOMAIN NAME an official website <u>domain name</u> that shows you're serious about what you do	DOMAIN EMAIL ADDRESS a <u>professional email address</u> that's attached to your website domain name	BUSINESS ADDRESS a real mailing address that's different from your home address (<u>here's why</u>)	BUSINESS BANK ACCT. to keep your personal & <u>business finances</u> separate & help with tax prep

Branding

SPECIFIC BRAND COLORS <u>choose brand colors</u> that both resonate with you and your audience	SPECIFIC BRAND FONTS <u>find fonts</u> that are for commercial use & that compliment your brand concept	BRAND LOGO start with a simple text based logo, or hire out (you can always rebrand later)	BRANDED MEDIA GRAPHICS <u>make branded graphics</u> for promoting on social media platforms

Tools + Tech

WEBSITE PLATFORM & HOST choose a tool you're able to use yourself, that also can <u>grow with your business</u>	MASS EMAIL PROVIDER <u>build a mailing list</u> to provide value + another personal point of contact	PAYMENT CART & PROCESSOR find a <u>platform with many features</u> that also connects to your email provider	VERSATILE DESIGN TOOL <u>find a tool</u> that can create graphics, email opt-ins, digital products & more

Website

BLOG WITH 4+ BLOG POSTS use your blog to build a business by creating intentional content & resources	ABOUT/CONTACT PAGE <u>create a page</u> that simply shows how you're best able to help your audience	START HERE/HOMEPAGE create a page that clearly lays out your <u>most important content</u> & resources	EMAIL OPT-IN LANDING PAGE create a page that quickly highlights the <u>benefits of your main Interest Opt-In</u>

Workflows

CONSISTENT BLOG SCHEDULE turning a blog into a successful business takes time, dedication & consistency	CONTENT CALENDAR <u>set yearly & quarterly goals</u> , then create a content calendar that supports them	PROMOTION PLAN based off content calendar, create a plan that <u>utilizes guest posting</u> & social media	CLIENT SERVICES PROCESS create an intro signature service, outline & <u>setup the entire process</u> , start to finish

Assests

INTEREST EMAIL OPT-IN create an <u>Email Opt-In</u> that you offer for free when someone joins your email list	EMAIL WELCOME SERIES create a 3-5 day email series that features your know-how + leads to intro product	INTRO DIGITAL PRODUCT <u>create a digital product</u> that acts as a segue to your intro signature service	AFFILIATE PROGRAM MEMBER earn some income while you build, <u>join affiliate programs</u> related to your blog