

Your New Blog - The First 8 Weeks: Set up Your First \$1,000 Month!

Use this worksheet to make the launch of your blog a success! Taking things one week at a time makes the whole process a lot less overwhelming. If you complete this checklist in 8 weeks, your blog will be off to an amazing start!

| | Week 1 | Week 2 | Week 3 | Week 4 |
|---------|---|--|--|---|
| DESIGN | <ul style="list-style-type: none"> <input type="checkbox"/> create top menu <input type="checkbox"/> place social icons in high-profile location | <ul style="list-style-type: none"> <input type="checkbox"/> clean up any design issues like font size, things not lining up, image placement, etc. | <ul style="list-style-type: none"> <input type="checkbox"/> add items to your footer: social icons, contact info, link to top posts | <ul style="list-style-type: none"> <input type="checkbox"/> create and add 1-2 graphics in sidebar linking to top post(s) |
| CONTENT | <ul style="list-style-type: none"> <input type="checkbox"/> create 2-3 blog posts (do this weekly) <input type="checkbox"/> create "About" and "Contact" page | <ul style="list-style-type: none"> <input type="checkbox"/> create 1 "evergreen" blog post | <ul style="list-style-type: none"> <input type="checkbox"/> create category introductions to show up at the top of your category pages | <ul style="list-style-type: none"> <input type="checkbox"/> create shop page with "shoppable" pics using affiliate links if possible |
| TRAFFIC | <ul style="list-style-type: none"> <input type="checkbox"/> research blogs and social accounts with similar audiences to your own target audience | <ul style="list-style-type: none"> <input type="checkbox"/> comment on and interact with content produced by the people you found last week | <ul style="list-style-type: none"> <input type="checkbox"/> search for and join a few blogging Facebook groups and take note of what people are doing | <ul style="list-style-type: none"> <input type="checkbox"/> find social accounts with a similar audience & following size to exchange shoutouts with |
| MONEY | <ul style="list-style-type: none"> <input type="checkbox"/> create sponsor page template that you will update monthly with your stats | <ul style="list-style-type: none"> <input type="checkbox"/> look at what other bloggers are doing in your niche to make money | <ul style="list-style-type: none"> <input type="checkbox"/> explore and join affiliate networks | <ul style="list-style-type: none"> <input type="checkbox"/> choose a core group of stores that you're affiliated with to focus on |
| | Week 5 | Week 6 | Week 7 | Week 8 |
| DESIGN | <ul style="list-style-type: none"> <input type="checkbox"/> create custom sized images for your Facebook page that go with your brand look | <ul style="list-style-type: none"> <input type="checkbox"/> create a graphic for your favorite store/product and put it in your sidebar using an affiliate link | <ul style="list-style-type: none"> <input type="checkbox"/> install a related posts plugin (we use one created by zemanta) and set it up | <ul style="list-style-type: none"> <input type="checkbox"/> add more options to your menu including sub-menu items featuring categories or your best content |
| CONTENT | <ul style="list-style-type: none"> <input type="checkbox"/> create resources page with affiliate links to your favorite products | <ul style="list-style-type: none"> <input type="checkbox"/> commit to a consistent posting schedule for your blog, Instagram and all other platforms | <ul style="list-style-type: none"> <input type="checkbox"/> publish a comprehensive product review post of something that you can affiliate link to | <ul style="list-style-type: none"> <input type="checkbox"/> post an 8-week update of your blogging journey- readers LOVE honesty & candidness |
| TRAFFIC | <ul style="list-style-type: none"> <input type="checkbox"/> link to 3 other blogs on your own blog and email them to let them know | <ul style="list-style-type: none"> <input type="checkbox"/> find 3 related link-ups to participate in | <ul style="list-style-type: none"> <input type="checkbox"/> find 5 posts that you can link to within other posts on your own blog | <ul style="list-style-type: none"> <input type="checkbox"/> analyze where traffic is coming from via Google Analytics and focus on those areas |
| MONEY | <ul style="list-style-type: none"> <input type="checkbox"/> add any applicable affiliate links from your new networks to older posts | <ul style="list-style-type: none"> <input type="checkbox"/> create another graphic as described in the design category of this week | <ul style="list-style-type: none"> <input type="checkbox"/> reach out to 3 brands and offer online promotion either in exchange for product or money | <ul style="list-style-type: none"> <input type="checkbox"/> create media kit and rate card template that you will update monthly/quarterly |

