

THE
perfect
BLOG
PLAN



WORK FROM HOME AND
MAKE MONEY BLOGGING

HOW TO USE THIS PLAN

At first glance this document can look pretty overwhelming. I understand, it's a whole year of work, so don't be intimidated! You can do this!

At the top of the document are the resources you can use for additional information. These are the tools I use to run a successful blog.

Then focus on each month and complete those four actions. There is one action per category: Blog (creating content), Traffic (getting visitors), Email (adding subscribers), Money (making money).

There are only four major actions per month, take it slow and focus on each step. If you need more help you are always welcome to reach out to me!

12 MONTH BLOG PLANNER <small>^{denotes} affiliate link</small>				
	Blog	Traffic	Email	Money
Tools	SITEGROUND* WORDPRESS.ORG ELEGANT THEMES DNA*	TAILWIND BOARD BOOSTER IFTTT CANVA PROMONEY*	CONVERTKIT* SUMOME	PAYPAL SENDOW* TEACHABLE AMAZON PERSONAL CAPITAL*
Posts	Start a Blog in 3 Easy Steps 25 Blog Post Ideas	Facebook Promo Schedule Pinterest Strategies	How to Build an Email List for Beginners	How to Make Money Blogging
Resources	Blog by Number Course The 9 Step Blog Plan	Find Your Tribe Online* The Traffic eBook* Pinterest to Profit*	ConvertKit Free Help*	Making Sense of Affiliate Marketing* amazon Affiliate eBook
Jan	Setup self hosted blog through Siteground*	Research niche and market & brainstorm ideas - use The 9 Step Blog Plan if you need help with market research and planning	Create a freebie based on your market research	Research affiliate programs
Feb	Write 5 pillar posts based on market research	Join Facebook & Pinterest groups and network with members - use the Blog by Number Course or Find Your Tribe Online for extensive lists of groups to join	Add freebie to your pillar posts - use ConvertKit* and the post above to show you how	Add affiliate links to your pillar posts - the amazon Affiliate eBook has great tips on this!
March	Write 2 posts - for help use the 25 Blog Post Ideas	Promote your pillar posts on Facebook and Pinterest	Promote your freebie to grow your list	Write a "how to" post on an affiliate product
April	Write 2 posts - stay consistent with publishing on your blog	Continue to network in Facebook groups and build relationships with other bloggers	Add content upgrades to your top 3 posts	Show your reader how you personally use a product
May	Write 3 posts - do a review post of your favorite affiliate items	Join additional groups that are in your niche	Build relationships and email your list	Create a roundup post or collage pin
June	Write 3 posts - experiment with a video or Facebook live post	Create additional Pinterest images to your top posts to increase traffic	Ask your list what their biggest struggle is	Brainstorm product ideas based on responses from email list
July	Write 3 posts - do a roundup of your top posts if you are low on time	Create a small mastermind group and help each other grow	Continue to grow list and build relationships with your readers	Share your affiliate links in your small mastermind to help each other out (think amazon purchases)
Aug	Write 3 posts and ask another blogger to guest post on your blog	Guest post on blogs in your niche	Run your product idea by your list to see if they like it - adjust as necessary	Outline product idea
Sept	Write 2 posts and allow 2 guests posts to give you time to work on your product!	Continue to promote in Facebook and Pinterest	Let your list know your product is coming, give them a teaser	Create product
Oct	Write a post about your product	Guest post and promote your product	Launch product to list	Create sales page and launch product - use Sendowl* for eBooks and Teachable for courses
Nov	Write 1-2 seasonal posts	Network with your mastermind and promote each others posts and products	Continue to build list	Run a black Friday special/roundup of affiliates or your own product
Dec	Reflect and work on your goals to start planning for the next year	Promote seasonal posts	Thank your email list for supporting you in your first year as a blogger	Promote seasonal items and do gift guides

RESOURCES

START HERE

MONTH BY MONTH ACTION PLAN

EDITORIAL CALENDAR

SMART BLOG POSTS

- PILLAR POST** ■ In Depth Posts – Great For SEO
- MONEY POST** ■ Purpose to Get an Affiliate Conversion
- EMAIL POST** ■ Dedicated To Growing Subscribers
- GUEST POST** ■ Backlinking SEO Strategy
- PRODUCT POST** ■ Drive Awareness To Your Product

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Use the 12-month editorial calendar to plan out your posts. I have also included suggested SMART POSTS to write each month.

Each post you create should have a purpose to continue to grow your blog. This is not set in stone, but gives you a solid foundation. If you can write more per month, do it!

12 MONTH - EDITORIAL CALENDAR

12 MONTH - EDITORIAL CALENDAR

Month	Calendar Grid	Major Holidays	SMART POSTS TO WRITE EACH MONTH
January	Grid with 1 Pillar Post (red) on Jan 31	New Years, Epiphany, MLK Birthday	<input type="checkbox"/> START YOUR BLOG <input type="checkbox"/> ESSENTIAL PAGES <input type="checkbox"/> RESEARCH <input type="checkbox"/> CREATE FREEBIE
February	Grid with 3 Pillar Posts (red) on Feb 1, 15, 29	Super Bowl, Valentines Day, President's Day, Oscar Night	<input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____
March	Grid with 3 Money Posts (green) on Mar 1, 15, 29	Mardi Gras, Ash Wednesday, Women's Day, St. Patrick's Day, Annunciation	<input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____
April	Grid with 3 Money Posts (green) on Apr 1, 15, 29	April Fool's Day, Tax Day, Palm Sunday, Easter, Earth Day, Arbor Day	<input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____
May	Grid with 3 Money Posts (green) on May 1, 15, 29	Star Wars Day, Cinco de Mayo, Mother's Day, Memorial Day	<input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____
June	Grid with 3 Money Posts (green) on Jun 1, 15, 29	D-Day WWII, Flag Day, Father's Day, Summer Solstice	<input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____ <input type="checkbox"/> POST _____

MAJOR HOLIDAYS

SMART POSTS TO WRITE EACH MONTH

EDITORIAL CALENDAR

- MONEY POST ■
- GUEST POST ■
- EMAIL POST ■
- PILLAR POST ■
- PRODUCT POST ■

THE MONTHLY WORKSHEET

Every month of The Blog Plan also contains a Monthly Worksheet. I would suggest printing out all the pages in the guide and using them as you grow your blog and business.

Each Monthly Worksheet has the tasks from the main Blog Plan, a space to record and track your blog posts and a brainstorm activity.

The brainstorm activity is there to help you grow and stay focused. If you need more space, feel free to use some blank printer paper 😊

Use and complete this sheet each month as you progress through The Blog Plan. Remember, you can go faster or slower, depending on your pace.

START YOUR BLOG 1

1st Month

BLOG • Start and setup a self-hosted blog. Use the Blog by Number course to guide you step by step.

TRAFFIC • Research niche and market & brainstorm ideas.

EMAIL • Create a freebie based on your market research. Don't know how? Here is how you can create printables easily!

MONEY • Decide how you want to monetize your blog - ads, services, products, affiliates, etc? Hint: I recommend creating your own digital products.

BLOG POSTS

My Big Why

Ideas

Monthly Wins

Lesson Learned

Month's Main Goal

Focus Circles

"The Best Way To Get Started Is To Quit Talking And Begin Doing."
- Walt Disney

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MONTHLY TASKS: CHECK THEM OFF AS YOU COMPLETE THEM

LIST YOUR BLOG POSTS FOR THE MONTH AND CHECK OFF AS COMPLETED

BRAINSTORM ACTIVITY FOR EACH MONTH TO KEEP YOU FOCUSED AND MOVING FORWARD

THE SELF TRACKER

I've broken down my month by month plan that helped me grow my blog from \$0 to over \$9,000 per month.

Use the Monthly worksheet provided to track your progress and follow along.

You can choose which actions to do each month if you're an already established blogger.

A review section is included too because an end of month review is critical for continued growth and success.

MONTH NAME	Month			
PICK AN ACTION FROM THE BLOG PLANNER AND FILL IN HERE	Blog	Traffic	Email	Money
#1 MONTHLY FOCUS - LET THIS MAIN FOCUS DRIVE ALL OF YOUR ACTIONS	GOALS			
WEEKLY GOALS - BREAK DOWN YOUR BIG GOAL INTO SMALLER STEPS	#1 FOCUS		WEEK 1	
			WEEK 2	
			WEEK 3	
			WEEK 4	
BLOG POSTS	BLOG POSTS			
REFLECT ON YOUR PAST MONTH AND LEARN FROM YOUR MISTAKES.	REVIEW			
WHAT WENT WELL?	WINS		LESSONS LEARNED	
WHAT CAN YOU IMPROVE?				

WWW.STARTAMOMBLOG.COM

12 MONTH BLOG PLAN

*denotes affiliate link.

	Blog	Traffic	Email	Money
Tools	BLUEHOST* ELEMENTOR*	CANVA* PICMONKEY* Pinterest Paid Advertising	CONVERTKIT* MAILERLITE*	SENDOWL* THRIVECART* TEACHABLE*
Posts	Start a Blog Blog Post Ideas	How to Get Traffic to a New Blog	How to Build an Email List for Beginners	How to Make Money Blogging
Resources	Blog by Number Course Niche by Number	Pinterest Basic Tutorial Pinterest Advanced Strategies	List by Number Printables by Number	Printables by Number Course by Number
START YOUR BLOG				
Month 1	Start and setup a self-hosted blog . * Use the Blog by Number course to guide you step by step.	Research niche and market & brainstorm ideas.	Create a freebie based on your market research. Don't know how? Here is how you can create printables easily!	Decide how you want to monetize your blog – ads, services, products, affiliates, etc? Hint: I recommend creating your own digital products.
CREATE A FREEBIE				
Month 2	Write 3 pillar posts based on market research. Fill in the Blank templates provided in the Blog by Number course.	Learn the basics of SEO to write well formatted posts	Add a freebie to your pillar posts	Research affiliate programs in your niche or start brainstorming ideas for a small digital product .
GROW YOUR LIST				
Month 3	Write 3 posts – for help use the list of 8,000+ Blog Post Ideas	Promote your pillar posts on Facebook and Pinterest. Learn everything you can about Pinterest.	Promote your freebie to grow your list: add it to your blog, use it as a popup, create a landing page for it, and promote traffic to it.	Create a roundup post of the best affiliate products for your niche. Or create a small digital product you can sell for under \$10.
PINTEREST FOCUS				
Month 4	Write 3 posts – stay consistent publishing on your blog. Make sure each post has a goal – to get email subscribers or promote an affiliate.	Join Facebook & Pinterest groups and network with members – build a small mastermind of likeminded bloggers for accountability.	Add content upgrades to your top 3 posts to grow your list. Test out different freebies to continue to grow your email list.	Show your reader how you personally use an affiliate product. Create a sales page for your small digital product.
EMAIL LIST FOCUS				
Month 5	Write 3 posts – do a review post of your favorite affiliate items	Create additional pin images to your posts to increase traffic. Pin manually in the evening when most people are on Pinterest. Stay consistent.	Build relationships & email your list weekly. Don't skip and forget to email, even if your list is small – stay consistent: at least weekly emails.	Write a "how to" post on an affiliate product. Create a tripwire page for your small product if it's proven to work for your audience.
SEO FOCUS				
Month 6	Write 4 posts – experiment with a video or Facebook Live post	Guest post on a higher-ranking site to boost your SEO.	Ask your list what their biggest struggle is – use this information to improve your digital product or freebie (or create a new one.)	If your first small product didn't sell well, ask your list and brainstorm product ideas based on their responses. Focus on your audience.
SEO FOCUS				
Month 7	Write 4 posts – do a roundup of your top posts if you are low on time.	If your small digital product is selling well organically, consider running paid advertising to it or list it on a 3 rd party platform like Etsy.	Continue to grow list and test out different freebies and small digital products.	Share your affiliate links in your small mastermind to help each other out (think: amazon purchases) and ask them for testimonials of your product.
PRODUCT FOCUS				
Month 8	Write 4 posts (great time to create seasonal posts for the holidays)	Analyze your content on Pinterest – create more of what is performing well.	When you create a new freebie, share it with your list too – keep delighting them with new goodies.	Add any testimonials to your sale page – continue to improve your small product and sale page. Outline a bigger product idea.
PRODUCT FOCUS				
Month 9	Write 2 posts about your product and allow 2 guests posts (to give you time to work on your product)	Promote Seasonal Posts on Pinterest & convert your best blog posts to YouTube videos.	Let your list know your bigger product is coming, give them a teaser – take them along on the creation journey.	Create a signature product (a course or a pack of printables). This should be a logical next step after your small digital product: <i>think funnel</i> ©
LAUNCH PRODUCT				
Month 10	Write a series of posts about your product to promote it	Guest post and promote your product. Collab with other bloggers to build a promotional team.	Launch your signature product to your list. Ensure your sales page and product is amazing to delight your readers!	Create sales page and launch product – use the tools recommended in Printables & Course by Number to help you!
SALES & PROMO				
Month 11	Write 4 posts – do a roundup if you are low on time	Network with your mastermind and promote each others posts and products.	Continue to build relationships with your list. Share a Black Friday / Cyber Monday sale with them.	Run a Black Friday / Cyber Monday special (roundup of affiliates or your own product)
PLAN NEXT YEAR				
Month 12	Reflect and work on your goals to start planning for the next year. Continue to post on your blog.	Promote New Year / new beginnings posts	Thank your email list for supporting you in your first year as a blogger	Promote seasonal items and do gift guides. Run a Christmas / New Years sale if you want to.

START YOUR BLOG

1

1st Month

BLOG

- Start and setup a self-hosted blog.* Use the Blog by Number course to guide you step by step.

TRAFFIC

- Research niche and market & brainstorm ideas.

EMAIL

- Create a freebie based on your market research. Don't know how? Here is how you can create printables easily!

MONEY

- Decide how you want to monetize your blog – ads, services, products, affiliates, etc? Hint: I recommend creating your own digital products.

BLOG POSTS

My Big Why

“The Best Way To Get Started Is To Quit Talking And Begin Doing.”

– Walt Disney

Ideas

Focus Circles

Month's Main Goal

Monthly Wins

Lesson Learned

CREATE A FREEBIE

2nd Month

2

BLOG

- Fill in the Blank templates provided in the Blog by Number course.

TRAFFIC

- Learn the basics of SEO to write well formatted posts

EMAIL

- Add a freebie to your pillar posts

MONEY

- Research affiliate programs in your niche or start brainstorming ideas for a small digital product.

BLOG POSTS

Freebie #1

"You Learn More From Failure Than From Success"

Freebie #2

Brainstorm

Freebie #5

Freebie #3

Freebie #4

GROW YOUR LIST

3rd Month

3

BLOG

- Write 3 posts – for help use the [list of 8,000+ Blog Post Ideas](#)

TRAFFIC

- Promote your pillar posts on Facebook and Pinterest. Learn [everything you can about Pinterest](#).

EMAIL

- Promote your freebie to grow your list: add it to your blog, use it as a popup, create a landing page for it, and promote traffic to it.

MONEY

- Create a roundup post of the best affiliate products for your niche. Or create a small digital product you can sell for under \$10.

BLOG POSTS

WHERE TO PROMOTE YOUR FREEBIE:

On your blog

On social media

Create pin image

Create a dedicated landing page

In your email signature

WWSGD plugin

Email Broadcasts

Popup

Hero Image

Guests posts

Paid Ads

Blog Post CTA

PINTEREST FOCUS

4th Month

4

BLOG

- Write 3 posts – stay consistent publishing on your blog. Make sure each post has a goal – to get email subscribers or promote an affiliate.

TRAFFIC

- Join Facebook & Pinterest groups and network with members – build a small mastermind of likeminded bloggers for accountability.

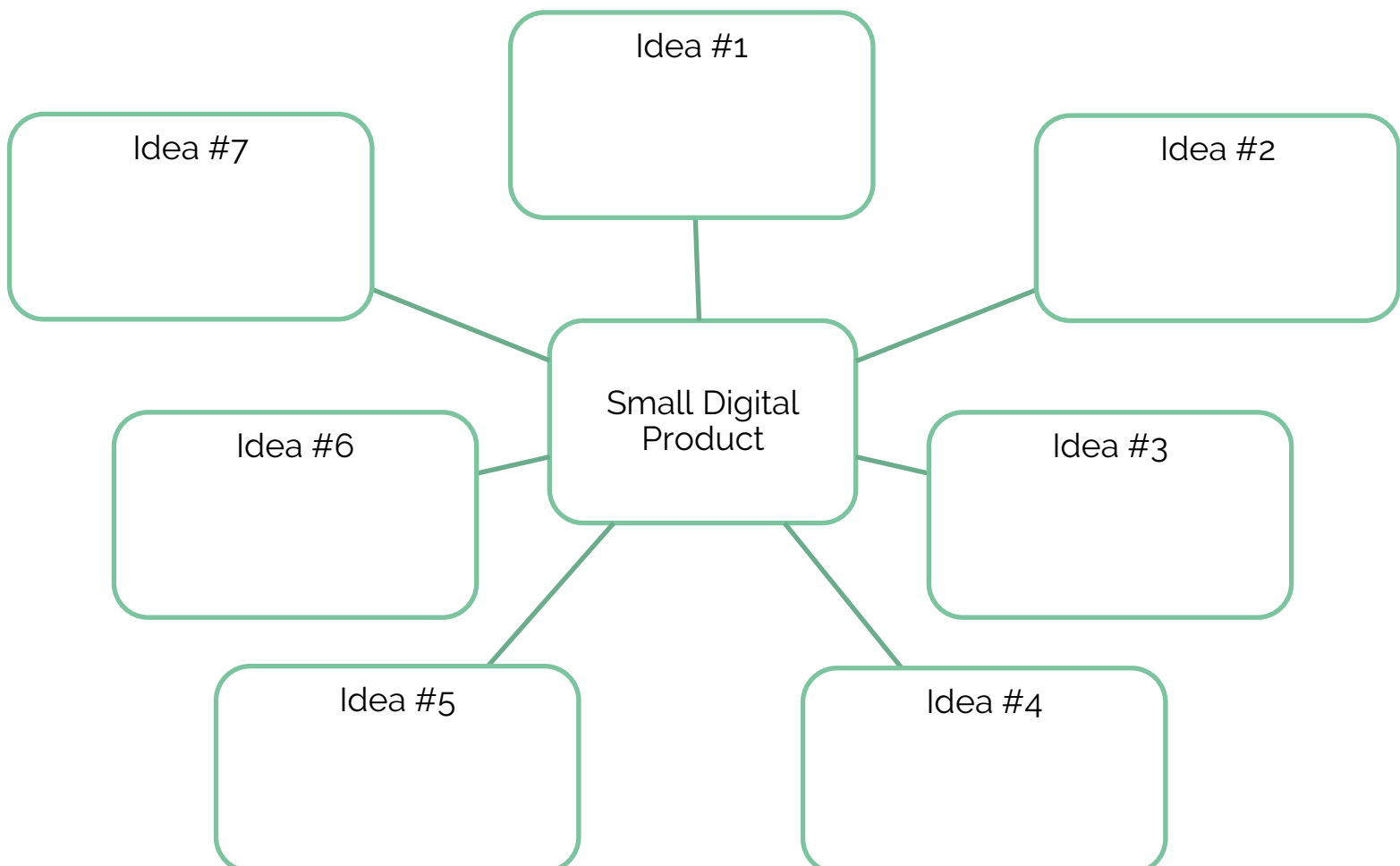
EMAIL

- Add content upgrades to your top 3 posts to grow your list. Test out different freebies to continue to grow your email list.

MONEY

- Show your reader how you personally use an affiliate product. Create a sales page for your small digital product.

BLOG POSTS



EMAIL LIST FOCUS

5th Month

5

BLOG

- Write 3 posts – do a review post of your favorite affiliate items

TRAFFIC

- Create additional pin images to your posts to increase traffic. Pin manually in the evening when most people are on Pinterest. Stay consistent.

EMAIL

- Build relationships & email your list weekly. Don't skip and forget to email, even if your list is small – stay consistent: at least weekly emails.

MONEY

- Write a "how to" post on an affiliate product. Create a tripwire page for your small product if it's proven to work for your audience.

BLOG POSTS



SEO FOCUS

6th Month

6

BLOG

- Write 4 posts – experiment with a video or Facebook Live post

TRAFFIC

- Guest post on a higher-ranking site to boost your SEO.

EMAIL

- Ask your list what their biggest struggle is – use this information to improve your digital product or freebie (or create a new one.)

MONEY

- If your first small product didn't sell well, ask your list and brainstorm product ideas based on their responses. Focus on your audience.

BLOG POSTS

9 WAYS TO IMPROVE YOUR FREEBIE OR SMALL PRODUCT

“Knowing Is Not Enough; We Must Apply.
Wishing Is Not Enough; We Must Do.”
– Johann Wolfgang Von Goethe



SEO FOCUS

7th Month



BLOG

- Write 4 posts – do a roundup of your top posts if you are low on time.

TRAFFIC

- If your small digital product is selling well organically, consider running paid advertising to it or list it on a 3rd party platform like Etsy.

EMAIL

- Continue to grow list and test out different freebies and small digital products.

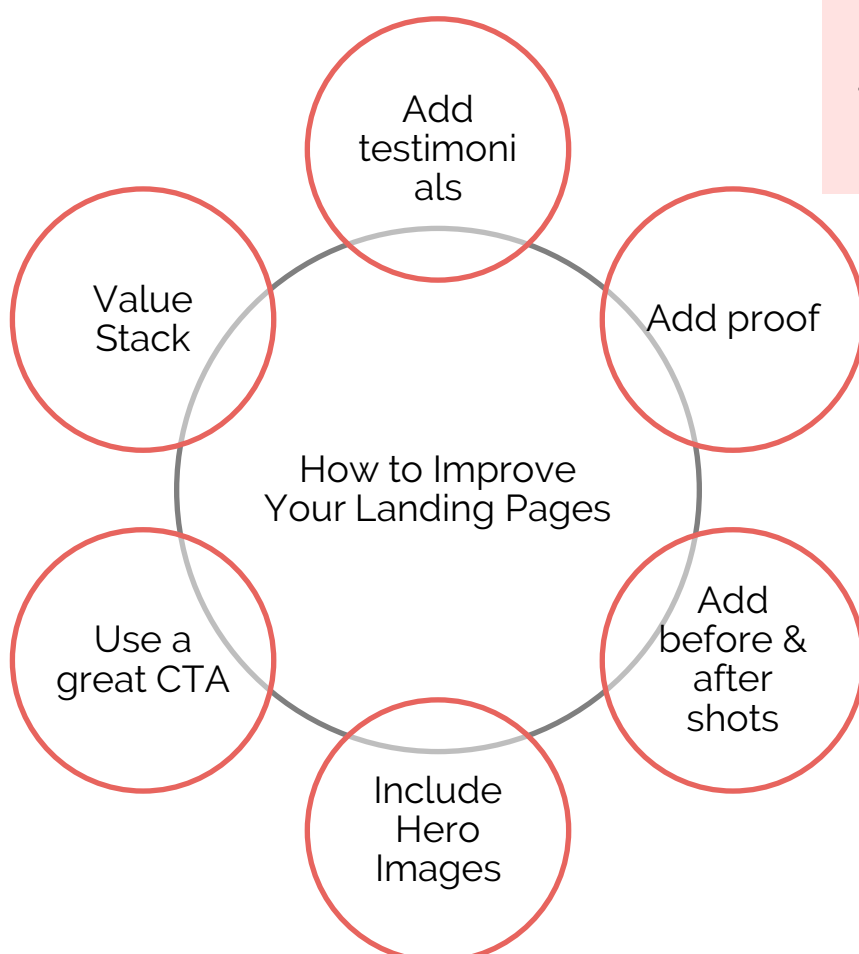
MONEY

- Share your affiliate links in your small mastermind to help each other out (think: amazon purchases) and ask them for testimonials of your product.

BLOG POSTS

“The Man Who Has Confidence In Himself Gains The Confidence Of Others.”

– Hasidic Proverb



4 Landing Page Tricks to Increase Conversions



watch this video

PRODUCT FOCUS

8th Month

8

BLOG

- Write 4 posts (great time to create seasonal posts for the holidays)

TRAFFIC

- Analyze your content on Pinterest – create more of what is performing well.

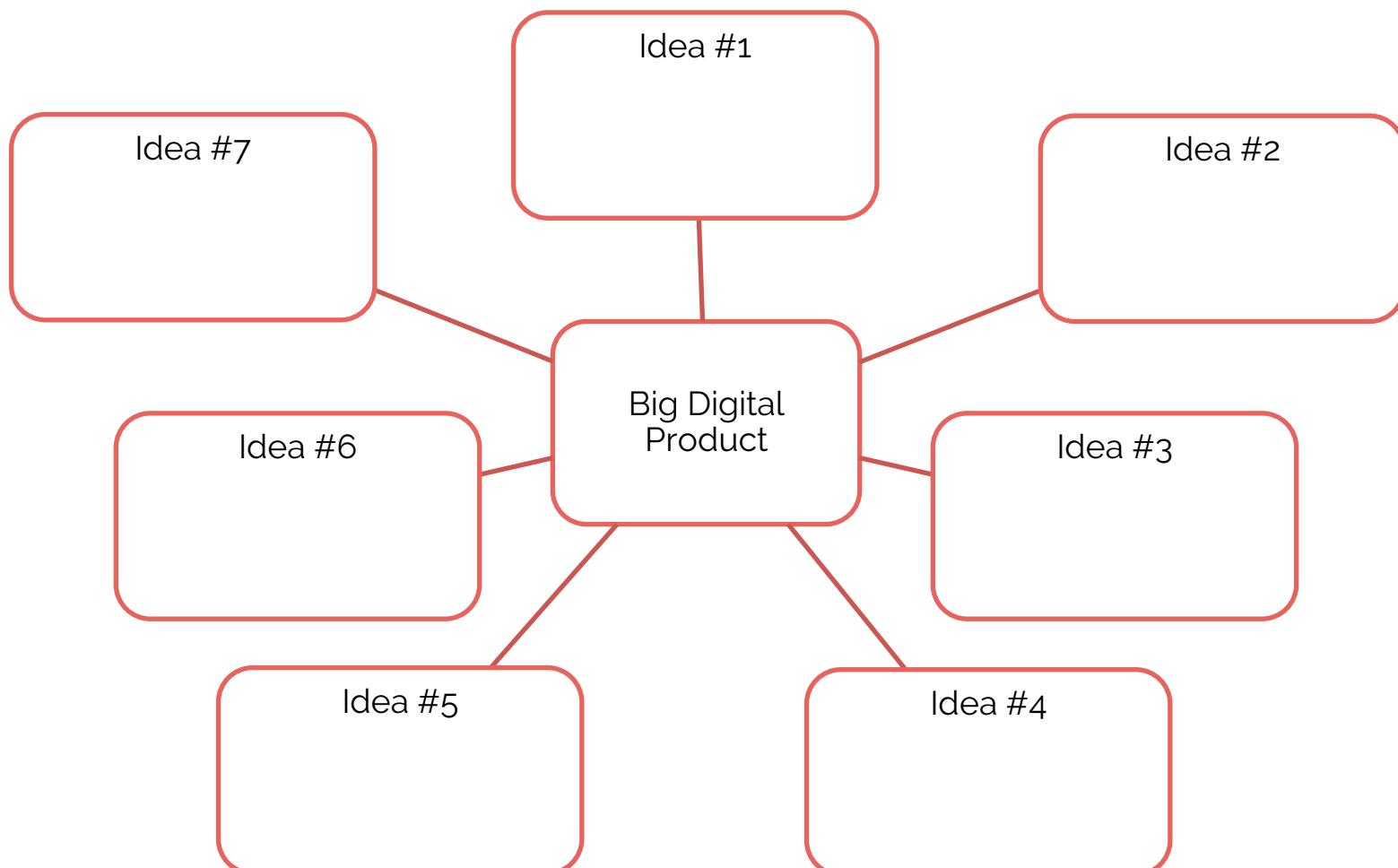
EMAIL

- When you create a new freebie, share it with your list too – keep delighting them with new goodies.

MONEY

- Add any testimonials to your sale page – continue to improve your small product and sale page. Outline a bigger product idea.

BLOG POSTS



PRODUCT FOCUS

9th Month

BLOG

• Write 2 posts about your product and allow 2 guests posts (to give you time to work on your product)

TRAFFIC

• Promote Seasonal Posts on Pinterest & convert your best blog posts to YouTube videos.

EMAIL

• Let your list know your bigger product is coming, give them a teaser – take them along on the creation journey.

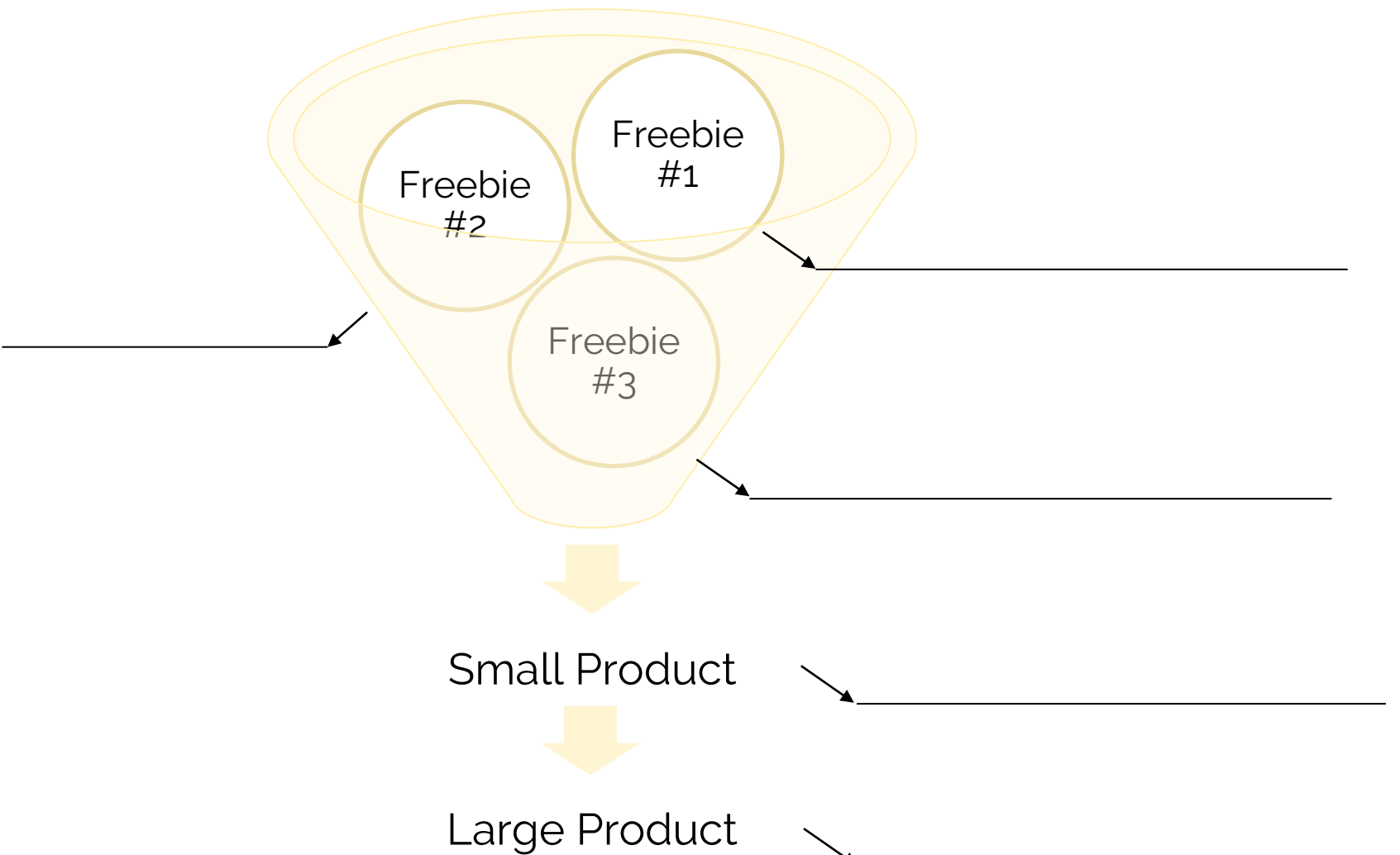
MONEY

• Create a signature product (a course or a pack of printables). This should be a logical next step after your small digital product: *think funnel* 😊

BLOG POSTS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

MAP OUR YOUR FUNNEL



LAUNCH PRODUCT

10

10th Month

BLOG

• Write a series of posts about your product to promote it

TRAFFIC

• Guest post and promote your product. Collab with other bloggers to build a promotional team.

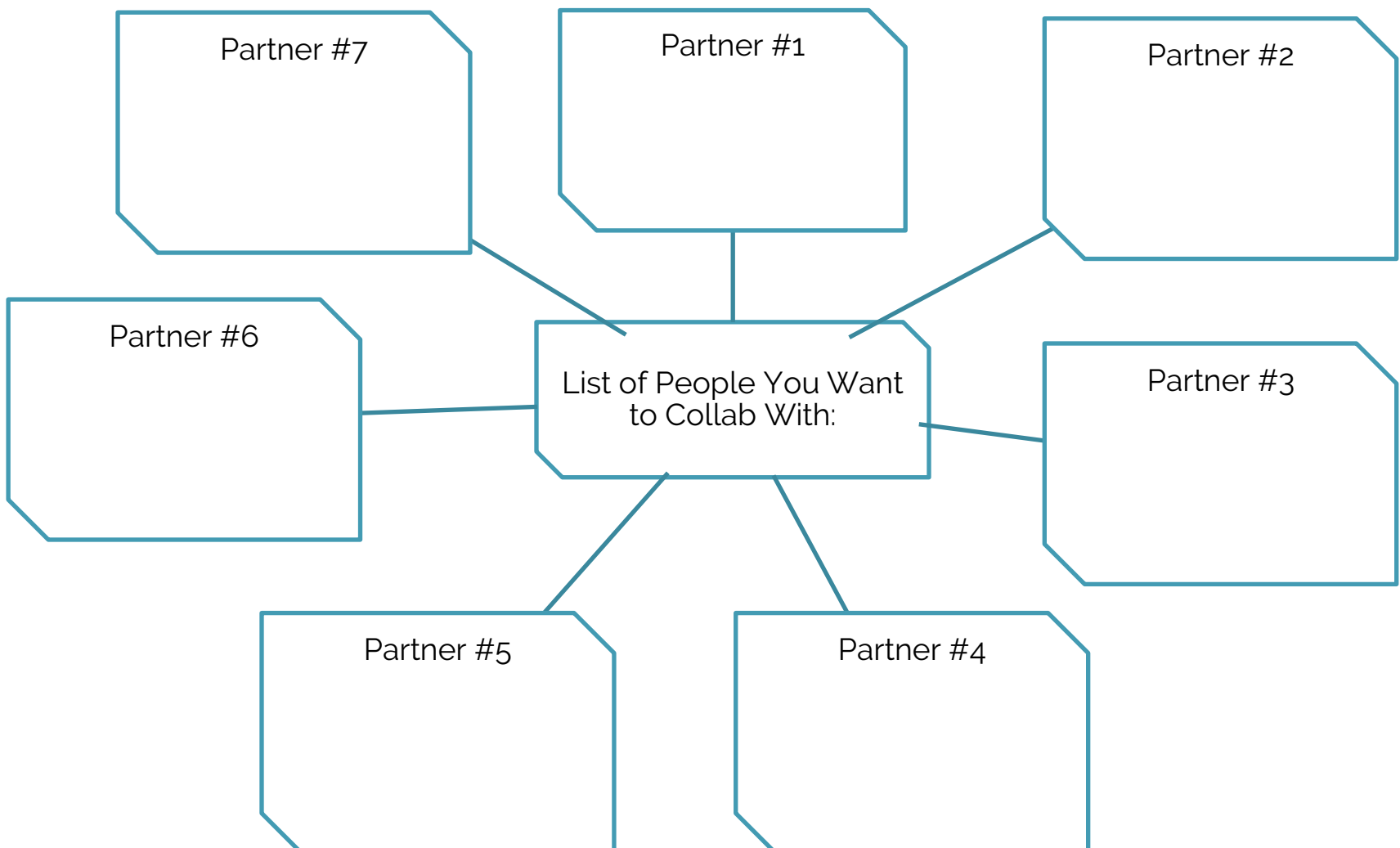
EMAIL

• Launch your signature product to your list. Ensure your sales page and product is amazing to delight your readers!

MONEY

• Create sales page and launch product – use the tools recommended in [Printables](#) & [Course by Number](#) to help you!

BLOG POSTS



PROMOTE WITH SALES

11

11th Month

BLOG

- Write 4 posts – do a roundup if you are low on time

TRAFFIC

- Network with your mastermind and promote each others posts and products.

EMAIL

- Continue to build relationships with your list. Share a Black Friday / Cyber Monday sale with them.

MONEY

- Run a Black Friday / Cyber Monday special (roundup of affiliates or your own product)

BLOG POSTS



PLAN NEXT YEAR

12

12th Month

BLOG

- Reflect and work on your goals to start planning for the next year. Continue to post on your blog.

TRAFFIC

- Promote New Year / new beginnings posts

EMAIL

- Thank your email list for supporting you in your first year as a blogger

MONEY

- Promote seasonal items and do gift guides. Run a Christmas / New Years sale if you want to.

BLOG POSTS

Biggest Wins

Best Moment

Total Revenue Made

Year in Review

Lessons Learned

Total Blog Post Written

Total Videos Created

Total List Growth

12 MONTH – EDITORIAL CALENDAR

suggested schedule

January

New Years
Epiphany
MLK Birthday

February

Super Bowl
Valentines Day
President's Day
Ash Wednesday
Oscar Night

March

Mardi Gras
Women's Day
St Patrick's Day
Annunciation

April

April Fool's Day
Easter
Tax Day
Palm Sunday
Earth Day
Arbor Day

May

Star Wars Day
Cinco de Mayo
Mother's Day
Memorial Day

June

D-Day WWII
Flag Day
Father's Day
Summer Solstice

- START YOUR BLOG
- ESSENTIAL PAGES
- RESEARCH
- CREATE FREEBIE

- POST _____
- POST _____
- POST _____

- POST _____
- POST _____
- POST _____

- POST _____
- POST _____
- POST _____

- POST _____
- POST _____
- POST _____

- POST _____
- POST _____
- POST _____

- POST _____

- MONEY POST 
- GUEST POST 
- EMAIL POST 
- PILLAR POST 
- PRODUCT POST 

12 MONTH - EDITORIAL CALENDAR

suggested schedule

July

4th of July
Canada Day
Summer
Holidays

- POST _____
- POST _____
- POST _____
- POST _____

August

Back to School

- POST _____
- POST _____
- POST _____
- POST _____

September

Labor Day
Grandparent's Day
Native American
Day

- POST _____
- POST _____
- POST _____
- POST _____

October

Columbus Day
Halloween

- POST _____
- POST _____
- POST _____
- POST _____

November

All Saint's Day
All Soul's Day
Veteran's Day
Thanksgiving
Black Friday

- POST _____
- POST _____
- POST _____
- POST _____

December

Advent
Christmas
New Year's Eve

- POST _____
- POST _____
- CELEBRATE!!!!

- MONEY POST 
- GUEST POST 
- EMAIL POST 
- PILLAR POST 
- PRODUCT POST 

12 MONTH – EDITORIAL CALENDAR

blank schedule

January						New Years Epiphany MLK Birthday

February						Super Bowl Valentines Day President's Day Oscar Night

March						Mardi Gras Ash Wednesday Women's Day St Patrick's Day Annunciation

April						April Fool's Day Tax Day Palm Sunday Easter Earth Day Arbor Day

May						Star Wars Day Cinco de Mayo Mother's Day Memorial Day

June						D-Day WWII Flag Day Father's Day Summer Solstice

- START YOUR BLOG
- ESSENTIAL PAGES
- RESEARCH
- CREATE FREEBIE

POST _____

POST _____

POST _____

POST _____

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POST _____

POST _____

POST _____

POST _____

POST _____

- MONEY POST 
- GUEST POST 
- EMAIL POST 
- PILLAR POST 
- PRODUCT POST 

12 MONTH - EDITORIAL CALENDAR

blank schedule

July					4 th of July Canada Day Summer Holidays

- POST _____
- POST _____
- POST _____
- POST _____

August					Back to School

- POST _____
- POST _____
- POST _____
- POST _____

September					Labor Day Grandparent's Day Native American Day

- POST _____
- POST _____
- POST _____
- POST _____

October					Columbus Day Halloween

- POST _____
- POST _____
- POST _____
- POST _____

November					All Saint's Day All Soul's Day Veteran's Day Thanksgiving Black Friday

- POST _____
- POST _____
- POST _____
- POST _____

December					Advent Christmas New Year's Eve

- POST _____
- POST _____
- POST _____
- POST _____

- MONEY POST 
- GUEST POST 
- EMAIL POST 
- PILLAR POST 
- PRODUCT POST 

Month

Blog

Traffic

Email

Money

GOALS

#1 FOCUS

WEEK 1

WEEK 2

WEEK 3

WEEK 4

BLOG POSTS

REVIEW

WINS

LESSONS LEARNED

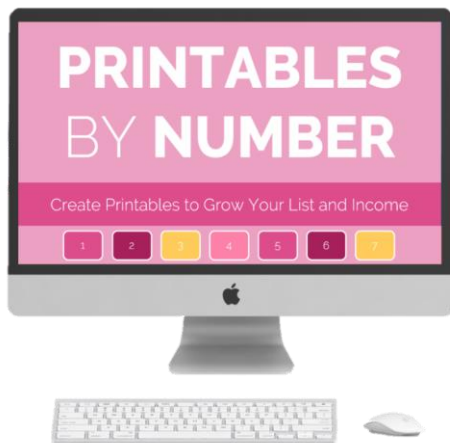
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BLOG BY NUMBER

www.startablogbynumber.com



PRINTABLES BY NUMBER

www.printablesbynumber.com



COURSE BY NUMBER

www.coursebynumber.com