

2016

# ADVANCED BLOG BUSINESS PLANNING GUIDE

Subhabrata Kasyapi  
Ethical Blogging



# ABOUT THE AUTHOR

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[Subhabrata Kasyapi](#)

Hi Mate,

How are you doing today?

I am doing fine here in [West Bengal, India](#).

Since you are reading this E-Book, I assume that you have just joined my noble [Mission of Ethical Blogging](#).

Congrats for taking this Smart Move.

Here is a **Quick Self-Introduction** for you.

I'm [Subhabrata Kasyapi](#) (the Man behind [Ethical Blogging](#)), a **2<sup>nd</sup> June, 1988** born [Electrical Engineer](#) who turned into a **Professional Blogger** and a [Serial Entrepreneur](#).

Right now, I am fuelling almost [3 Main Businesses](#) and [5+ Blogs](#) in various [Niches](#).

In general, I am a **Fun-Loving, Honest and Sincere** person who is a bit **Workaholic** in nature.

I love to **Read, Write** and **Speak** about **Self-Employment**.

You can find more about me [here](#).

**My Social Profiles:** [Facebook](#) | [Twitter](#) | [Google+](#)

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# INTRODUCTION

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If your “**Hobby**” is “**Blogging**” and you just **Love to Write on Web**, then it is safe to assume that you don’t care about the **Traffic, Money, Growth**, and several other things related to **Professional Blogging**.

If this is your case, this E-Book is **Completely Optional** for you.

You can just Keep Writing, My Friend, as long as you want.

**Good Luck!**

But what if your case is something different than that one stated above?

What if you want to be a **Successful Professional Blogger** who **Earns a Living out of his/her blogs?**

Or, simply put, what if you want to **Be Your Own Boss** to **Live the Life to its Fullest?**

**Then this E-Book is *Specially* for You, My Friend.**

There is an Old Saying:

**“If you are NOT planning for Success, you are SURELY planning for Failure.”** – Anonymous.

I, personally, follow this saying Word-by-Word.

I have written this **Exclusive E-Book** to help the **No-Plan Bloggers** so that they can make a few **Solid Blog Business Plans** as per their requirements.

# WHY PLAN FOR BLOG BUSINESS

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So, the obvious question arises:

**“Why plan for Blog Business?”**

Since you have downloaded/purchased this E-Book, I assume that you are already aware of the **Importance of Business Planning**.

Still, let me show you a few more **Important Aspects of Blog Business Plan** especially if you are a **Professional Blogger** or, an **Active Content Marketer**.

We should mind our **Blog Business Plan**:

- To achieve **Quick** and **Huge** Success.
- To live a **Premium Lifestyle**.
- To feel the **Joy of Self-Employment**.
- To give more **Time to Our Families**.
- To have a **Better and Secured Future**,
- To grab **Lots More**.....

Practically, this list is endless.

In this **Advanced Blog Business Planning Guide**, I have shared lots of Blog Business Planning Secrets in an Easy and Fully Actionable Manner.

So to get most out of this E-Book, I strongly recommend you to **Keep a Notebook Handy** at the time of reading it.

I encourage you to **Take Action Accordingly** to get the Best from it.

If you ever need any help regarding this, [Contact Me Here](#).

I will be more than **Happy to Help You**.

# BLOG AND BRAND SUMMARY

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This is the **first section** of your **Blog Business Plan**.

This section contains **4 (four)** sub-sections:

## **Vision Statement:**

Write down your Clean and Concise Vision Statement for your Blog.

**Example:** “We intend to provide our customers with the best online shopping experience from beginning to end, with a smart, searchable website, easy-to-follow instructions, clear and secure payment methods, and fast, quality delivery.” – An Online Retailer.

## **Mission Statement:**

Write down your Detailed Mission Statement for your Blog.

**Example:** “To inspire and empower people affected by cancer.” – [Livestrong](#).

## **Ideal Reader Persona:**

Think and Write down about your blog’s Ideal Reader Persona.

**Example:** For most of my blogs, I write for those **Active People** who believe in Smart Working to make their lives better.

## **Blog Culture:**

Think and Write down about your would be Blog Culture.

**Example:** At my blogs, I maintain a Culture of Helping Others Happily.

Now it is Your Turn to Write down Your Blog and Brand Summary.

# BLOG GOALS

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This is the **second section** of your **Blog Business Plan**.

This section contains **3 (three)** sub-sections:

## **Objectives:**

Note down your 3 (three) main blogging goals with timing.

**Example:** Increase Organic Search Traffic by 5% each month.

## **Keys to Success:**

Note down your 3 (three) main Blogging Strengths for Success.

**Example:** My blog will have 100% original and epic contents.

## **Expansion:**

Note down your 3 (three) main blogging expansion goals with timing.

**Example:** My blog will have 5K Facebook followers by next 6 months.

**Set your blogging goals as per your preferences.**

# BLOG BEST PRACTICES

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This is the **third section** of your **Blog Business Plan**.

This section contains **4 (four)** sub-sections:

## **Blog Categories:**

Specify your Categories for your Blog.

**Example:** Ethical Blogging has a few categories like [Proven SEO Techniques](#), [Blogging Tips and Tricks](#), [Make Money Online](#), etc.

## **Blog Schedule:**

Make a Schedule for your Regular Blogging Activities like *Post Publishing, Maintenance, E-Mail Checking*, etc.

**Example:** At Ethical Blogging, I generally Schedule my Weekly Posts at Tuesday and Wednesday.

## **Guidelines for Guest Posting, etc:**

If you are planning to accept Guest Posts, hire a few Freelancers, or whatever, you should have a clear and concise guideline for them.

**Example:** I have developed separate *Guest Posting* and *Freelancer Hiring Guidelines* for each of my blogs and they are just working fine.

# BLOG MONETIZATION

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This is the **forth section** of your **Blog Business Plan**.

This section contains **5 (five)** sub-sections:

Think and Note Down all your Blog Monetization Strategies here.

## Products:

If you are planning to sell products via your blog, write down your detailed plan for the same in the part.

**Example:** I shall sell my E-Books through my Blog Store.

## Services:

If you are planning to give services via your blog, write down your detailed plan for the same in the part.

**Example:** I offer Blog Consultancy Services through Ethical Blogging.

## Affiliated Marketing:

If you want to make (huge) money via Affiliated Marketing, write down your plan for the same here.

**Example:** I make money by recommending great products to people.

## Selling Ad Space:

If you want to make money by selling Ad Space(s) on your blog, write down your detailed strategy for the same.

**Example:** I make money by putting ads to my blog's right sidebar.

## Membership or, Subscription:

If you want to create a Membership or, Subscription based site and make recurring income from it, write down your plan for the same.

**Example:** I shall start my own Blogging Course shortly.

# UNDERSTANDING OF MARKET

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This is the **fifth section** of your **Blog Business Plan**.

This section contains **4 (four)** sub-sections:

## **Niche Analysis:**

Do some research on your part and find the best niche for you to start a new blog.

**Example:** I have chosen *Blogging and Content Marketing Niche* for Ethical Blogging.

## **Competitor Analysis:**

Once you have picked up your niche for blogging, do some research on the Big Players (Popular Blogs) of your niche and you need to take notes on their business policies too.

**Example:** I like to *scan* my Competitors and their Businesses often.

## **Tools Analysis:**

Decide which tools you are going to use to develop your blog.

**Example:** I am using [these tools](#) for running Ethical Blogging smoothly

## **Readers' Analysis:**

Write down everything about your readers and their Pain-Points, Sweet Points, issues they are facing, etc.

**Example:** I keep a track of the pain-points of my readers and try my best to solve the issue by publishing relevant posts online for them.

# BLOG PROMOTION STRATEGIES

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This is the **sixth section** of your **Blog Business Plan**.

This section contains **5 (five)** sub-sections:

## **Social Promotion Plan:**

Write down the Social Promotion Plan for your blog.

**Example:** I use [Facebook](#) and [Twitter](#) to promote my blogs socially.

## **E-Mail List Building:**

Write down about your E-Mail List Building Tools and Strategies here.

**Example:** I use [this tool](#) to build my E-Mail Lists and Lead Magnets.

## **Guest Appearance Plan:**

Write down your Guest Appearance Plan on other blogs of your niche by doing some Guest Posts, sharing valuable contents, etc.

**Example:** I regularly write on various forums and blogs.

## **Offline Marketing:**

Note all the methods that suit your Blog's Offline Marketing needs.

**Example:** I talk about Blogging with Like Minded People where I can.

## **Others:**

Note if you have any other plan in details for promoting your blog.

**Example:** I also promote Items of my Online Blog Stores.

# BLOG FUNDING

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This is the **seventh section** of your **Blog Business Plan**.

This section contains **4 (four)** sub-sections:

## **Initial Budget:**

Note down all of your initial costs and their sources to start a blog including [Domain & Hosting](#), [Themes](#), [E-Mail Marketing Solutions](#), etc. and calculate the total to know your exact Initial Fund Requirements.

**Example:** I've invested **\$249 (approx.)** to start my blogging journey.

## **Monthly Expenses:**

Calculate and note down your required monthly investments to keep your blog up and running.

**Example:** I spend over **\$49/Month (approx.)** to maintain each blog.

## **Production Budget (Per Post):**

Calculate your Per Post Production Budget here including Freelance Fees, Stock Photo Costs, and any other such costs.

**Example:** I do not spend more here as I like to do things myself.

## **Revenue Streams:**

Make a list of all your possible revenue streams from your blog including Advertisements, Products Sales, Services, Affiliated Marketing and all.

**Example:** I use [different methods to monetize my blogs](#) and maintain separate accounts for them.

# APPENDIX

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This is the **eighth (and final) section** of your **Blog Business Plan**.

This section contains **3 (three)** sub-sections:

## **Blog Styling:**

Define your Blog Styling including the Colour Scheme, Logo, Web Technology, Overall Appearance, etc.

**Example:** I use a “RWB” or, Red-White-Black Colour Scheme for the Current Version of Ethical Blogging.

## **Blog Analytics (Monthly):**

Analyze and Record your Blog Performance at least once in a month. This is important for the growth of your blog.

**Example:** I check monthly visitors, bounce rate, revenues for my blogs.

## **Social Influence:**

The Social Influence is an important aspect for maintaining a sustainable online business. It can even make or break your business. So try to track your social influences once in a while by the help of some certain present metrics.

**Example:** I keep in touch with my audience regularly via E-Mail, Phone and various Social Networking Channels.

# PRINTABLE SUMMARY

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<-----Print This Page for Your (Quick) Reference----->

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## 1. Blog and Brand Summary

- Vision Statement
- Mission Statement
- Ideal Reader Persona
- Blog Culture

## 2. Blog Goals

- Objectives
- Keys to Success
- Expansion

## 3. Blog Best Practices

- Blog Categories
- Blog Schedule
- Guidelines for Guest Posting, etc.

## 4. Blog Monetization

- Products
- Services
- Affiliated Marketing
- Selling Ad Spaces
- Membership or, Subscription

## 5. Understanding of Market

- Niche Analysis
- Competitor Analysis
- Tools Analysis
- Readers' Analysis

## 6. Blog Funding

- Initial Budget
- Monthly Expenses
- Production Budget (Per Post)
- Revenue Streams

## 7. Appendix

- Blog Styling
- Blog Analytics (Monthly)
- Social Influence

# NOTES

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# PRIVATE BONUSES

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I've shared Secrets of **Blog Business Planning** with you in this E-Book.

But Wait.....

This is NOT the End.

I have something more to give you.

## PRIVATE BONUS: 1

**COMPLETE LIST OF BLOGGING POWER TOOLS**

## PRIVATE BONUS: 2

**LIFETIME FREE UPDATES OF THIS E-BOOK**

## PRIVATE BONUS: 3

**PREMIUM ACCESS TO OUR FACEBOOK PAGE**

Finally, I have a **Quick Question** for You.

**How can I improve this E-Book in its Next Versions?**

Share your Feedback at: [admin@ethicalblogging.com](mailto:admin@ethicalblogging.com)

Thanks and Regards.

**Subhabrata.**