



THE BUSINESS OF BLOGGING

Turn your passion for
pets into profit!

*blog*paws

How To Use This Workbook

This workbook is a companion to the BlogPaws Business of Blogging series which is located on both the blog and the SLC.

Step One: Read the Blog Posts

Catch up on all of the blog posts from the series:

- [5 Must Have Mindsets of Successful Bloggers](#)
- [3 Things You Need To Turn Your Blog Into a Business](#)
- [How to Find Your Expertise as a Blogger](#)
- [How To Align Your Why with Your Blogging Strategy](#)
- [How Do You Make Money Blogging?](#)

Step Two: Complete the SLC Mastermind Course

After you read the blog posts, hop on over to the [Business of Blogging Mastermind course](#) in the SLC.

Step Three: Create a Foundation with this Workbook

As you read the blog posts and complete the course, use this workbook to take notes and create the foundation for your blogging business strategy.

Any Questions?

Be sure to drop your questions as a comment in the Business of Blogging Mastermind Course. You can also contact us at SLC@BlogPaws.com



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Define Your Why

Your why is what drives everything you do and pushes you to jump out of bed in the morning. Your why is a deep motivation for doing what you do.

To get started, go to a quiet place without any distractions and answer the following questions.

What are you passionate about?

What are you an expert at? What are your strengths?

How could you blend your passion & expertise together?

What does your perfect day look like if you were doing what you love?

What You Need to Create a Monetization Strategy

- Tax Identification Number (EIN)
- Business Bank Account
- Accounting System
- Defined revenue streams

Revenue Streams

As a blogger, you should have multiple income streams, but you don't need to have all of them. Here are the most common income streams:

- Ads
- Affiliate Marketing
- Products
- Services
- Sponsored Content

How much money do you need to make monthly to feel comfortable?

What are your recurring expenses?

What will be your core revenue stream? How does this align with your why?

What other income streams can you incorporate to supplement your main source of revenue?

Create a Content Strategy

You need to create a content marketing strategy that promotes your why and drives your monetization goals. Your content strategy should include more than just the blog posts you write. It is ALL of the content that supports your business goals. Once you create your strategy, map this out into an editorial calendar to keep yourself accountable.

What are 10 new “evergreen” blog posts you can write to promote your business?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List three relevant blogs where you can contribute a guest post. After you come up with this list, reach out to the owners of those blogs to introduce yourself.

- 1.
- 2.
- 3.

Are there any podcasts that you can attend as a guest speaker?

What other content can you create to promote your business?

Create a Social Media Strategy

Now that you've created a content plan, you need to amplify it to get found by creating and implementing a social media strategy.

Remember: What you share on Facebook should be different from Instagram. Give your followers a reason to follow you on different platforms.

Which two social media networks are the best fit for your business? Where are your readers hanging out online?

What type of content will you create for each network?

How do each of these networks connect to your why and success goals?

Think Like a Boss & Do the Work

You can't do the work unless you can manage your time. Seems obvious, of course, but the implementation of all those plans is where most people fall flat. You have to want it enough to make the time. Here are four mindsets you can shift to think like a boss and do the work.

1. Take Small Steps Every Single Day

What tasks can you do daily to grow your business?

2. Stop Making Excuses

What are the top three excuses you find yourself using?

1.
2.
3.

How can you turn those into positive affirmations?

3. Stop Wasting Time

What distractions can you cut out of your day?

4. Stay In Your Lane

Instead of wasting time comparing yourself to other bloggers, focus on only comparing your growth. Do a monthly report to see where you've improved with revenue, traffic, social media, etc.

What stats are important for you to track each month?