

Fast Track Guide: Planning Your Blog Business Checklist

The first step to a successful business is creating a solid plan. When you start with a solid foundation, the business can grow exponentially. This checklist is designed to ensure you don't miss any important steps in the planning process.

NICHE RESEARCH

Choosing your niche is one of the most important decisions you ever make in your business. Remember to take plenty of time to conduct thorough research in this area. Here are some things to keep in mind researching a niche.

The niche I've chosen:

- Is interesting
- Is something I'm passionate about
- Is profitable
- Is evergreen (it has year-round interest)
- It has a sense of urgency with lots of customers looking for real solutions to their problems.

I've considered my goals for this business and I know:

- What I want to achieve with this business
- How much money I want to earn?

I've determined my marketing strategy and I know:

- I'll be targeting global market.
- I'll be targeting local market.
- Which countries have the most interest in the niche and related topics.
- The top problems people in this niche have
- What solutions people are seeking

I also have:

- A list of related search suggestions to help me plan future content and possible ads
- A list of rising search trends and hot topics
- A list of existing tried and true products (solutions) that stand the test of time as well as rising/trendy products
- My list of keywords
- Information on pay-per-click ads to help me generate marketing and ad ideas as well as possible future products.
- Information on how popular the niche is with advertisers

KEYWORD RESEARCH

Keywords are for more than just page tags. They can be used to plan content, ads and marketing messages that will resonate with the people interested in your niche. When searching for keywords, don't forget to make note of related keywords too.

I will use the following tools to help dig deep into my research:

- The Google AdWords keyword planner:
<https://adwords.google.com/>
- SEMRush.com
<https://www.semrush.com>
Export the data as needed to use as a planner for your work.

If necessary, I know I can also try:

- <https://kwfinder.com/>
- <http://keywordtool.io/>
- <https://moz.com/explorer>

If you are confident this is a paying niche, move on to product research.

PRODUCT RESEARCH

In terms of product research, there are a number of places to check to see what is being sold and at what price points.

I've searched Google, Yahoo! and Bing for

- Organic, that is, non-paid results.
- PPC ads
 - I've noted what they are offering, what terms they use for their ads and the most important information they are using to attract customers. I've also made other notes on any images or eye catching features and terms used.
- Local results
- Products for sale listed right on the SERP
- Related product searches

I've also made a list of:

- Potential products I could sell
- How I can make them different or better than what is already on the market.
- The price points in which existing products are selling

AFFILIATE MARKETING

When first starting out, you may not have a product already created but that doesn't mean you cannot start earning money right way. Affiliate marketing is an easy way to start selling products quickly in exchange for a commission.

- I plan to promote products as an affiliate.

I have searched the following affiliate marketplaces for physical goods I can promote

- Affiliates (Cj.com)
- LinkShare
- Share a Sale

Affiliate Marketplaces-Digital goods

- Clickbank
- JVzoo.com
- WarriorPlus

I have:

- Run a search for my niche to find products
- Noted prices and ensured they were within the price range that my niche can afford.
- Noted commission details of how much I will make per sale
- Reviewed recent earnings to determine how popular an item is

I have checked Amazon for:

- Bestselling books and products
- Results from my search by niche keyword/s

Now that you have conducted your research, you can use the information to plan your business including

- Your site
- Content
- Products you will sell
- Places you will market your affiliate links and your website
- Email marketing
- Video marketing on YouTube

And more.