

Planning Your Blog Business - Worksheet

BRAINSTORMING

What topics are you most passionate about? _____

What topic do you feel most informed about? _____

Can the topics above be broken down into a sub-niche? _____

Example:

- Broad Topic: Pets
 - Niche: Dogs
 - Sub-niche: Dog Training
 - Sub-sub niche: Dog Obedience Training or Potty Training Puppies

Now that you have some ideas of the niches you'd be interested in, select one that you'd like to focus on.

NICHE RESEARCH

My Broad Topic: _____

Niche: _____

Sub-niche: _____

Sub-sub niche: _____

Search volume per month: Local _____ + General _____ = Total _____

Spyfu research: # of advertisers in the past year _____ Cost per click: _____

Cost per month: _____

Top keywords & search volume for your chosen niche.

Keyword	Search Volume (per month)		
	Google	- Yahoo	- Bing
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Related Search Suggestions

_____	_____	_____
_____	_____	_____
_____	_____	_____

Rising Search Trends & Hot Topics

_____	_____	_____
_____	_____	_____
_____	_____	_____

Existing Tried & True Products

_____	_____	_____
_____	_____	_____
_____	_____	_____

Rising & Trending Products

_____	_____	_____
_____	_____	_____
_____	_____	_____

Affiliate products you wish to promote:

Example:

- Potty Training 101 ebook
- \$7.95
- www.dogtraining.com
- www.dogtraining.com/affiliates
- 50% commission paid once per month after first 30 days.

Product: _____

Price: _____

URL: _____

Affiliate program signup: _____

Commission details: _____

Affiliate Link: _____

Product: _____

Price: _____

URL: _____

Affiliate program signup: _____

Commission details: _____

Affiliate Link: _____

Product: _____

Price: _____

URL: _____

Affiliate program signup: _____

Commission details: _____

Affiliate Link: _____

Starter **ACADEMY**

Product: _____

Price: _____

URL: _____

Affiliate program signup: _____

Commission details: _____

Affiliate Link: _____

Use their reports on clicks, commission and so on to track your sales. Give it some time and if you see some products not converting well, see what changes could be made to increase sales or remove it from your product promotion lineup.

Now that you have your niche chosen and the research done, it's time to start creating content based on the keywords and products you have found.