

Blog Strategic Plan

For

Year:

Blog Strategic Plan

Vision

What is your vision for your blog? Consider this your one sentence elevator pitch about your blog.

Mission

Your mission is a little bit more detailed than your vision. Usually it's 5-6 sentences, highlighting the primary focal points of your blog.

Values

What are the values you wish to emphasize and uphold?

Priorities

What are the priorities you have for your blog? List them from most to least important.

Strengths, Weaknesses, Opportunities, and Threats

The key to a successful strategic plan is highlighting where your advantages and disadvantages are. Be critical and analytical. This step will help you to develop the rest of your plan.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Goals

This is the exciting part! What goals do you have from your blog? What do you want to achieve in the near and distant future. The next step will help you form a plan so you can more effectively reach these goals.

Short Term Goals (1 Year)	
Mid Term Goals (5 Years)	
Long Term Goals (10 Years)	

Action Plan

Time to take action! List your goals for the year and write all the possible actions you can do to achieve the goals. Be detailed and specific (i.e. Goal: I would like to increase my readership. Actionable items: Read and comment on at least seven blogs a day; reach out to and encourage a new blogger every week; publish a post at least 3x per week, apply to other blog sites to do guest posts, etc.). Print as many of these pages as needed.

Goal	Actionable Items	Deadline	Done

Action Plan

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Major Achievements and Milestones

Use this space to document all of your major achievements and milestones. At the end of the year, you will be reflecting on your goals. It's beneficial to have a quick reference as to what you have accomplished. 200 new subscribers? 300 new Facebook followers? 40,000 unique views a month? Document all your major milestones here.

Final Evaluation and Notes

This section is to be completed at the end of the year. You've gone through your plans, set goals, and worked on your actions. How did your blogging year go? Evaluate your year and how you would proceed next year. If this process worked for you, consider implementing every year.

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