**2017 Blog Plan**

Cover Page

(Put Blog Logo Here)

Add your mission statement/your brand essence/your promise to your readers

Add a mood board/manifest board

Add a summary of who you are/what you’re about/what the plan is for your blog

Target Market

Competitors

Objectives/Goals

Tactics (i.e. how are you going to achieve those goals)

2017 Projects

2017 Commitments

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

Customer Profile 1

Customer Profile 2

Post Ideas

Separate into topics – i.e. recipes, how-to’s

Potential Guest Post Blogs

Details about each project for 2017

You need to work out how much time you can commit, and then schedule what you will be doing