

Kick Start 2017

Move beyond the plan
It's time to make it happen.



Welcome



Kristen Smith

FOUNDER, BLOGGINGINBALANCE.COM

I love to plan. There is something about blank paper that I find inspiring - so many possibilities! But it can also be overwhelming. There is so much to do, where do you start?

With KickStart 2017, I'm sharing with you the tools I use to plan and prepare for the new year for my websites. I use these pages with my coaching clients to turn their big dreams into a plan. From an editorial calendar to email list building to project deadlines, this is the perfect time to take a bird's eye view of how you want your blog to grow in 2017.

Because it's important to not just plan but act on it, I've included assessment pages. If you take your plan and put it on a shelf, it won't do you much good. Instead, this workbook is intended for you to revisit once a month to measure your progress towards your goals and reassess your plan.

Life changes, you learn new things and the plan grows as you do!

But first... let's dream

Effective goals are a map - the step by step instructions to get you from where you are right now to where you want to be.

But in order to identify those goals, you have to know what you want.

This first, important step trips up so many people. It can be paralyzing to try and articulate exactly what would make you satisfied. Because... what if you're wrong?

Is this what I really want?

What if I can't do it?

Why would anyone want to read my writing anyway?

I don't know enough about this topic for anyone to pay attention.

Sound familiar? Fear and self-doubt are dream killers because they interrupt your road. The whispered "maybes" have you questioning your direction.

2 things you need to know

1. Everyone, no matter how successful, wrestles with that same fear and self doubt in some way. Everyone.
2. It's okay for your dream to change.

Your needs will change. You will learn more about yourself. You will discover new strengths (and weaknesses) and passions (plus things you never want to do again).

And that's okay. As long as you are moving in the direction of your soul goals (fulfilled, true to your priorities, and reflecting your present and future), you are making progress. It's not going to be a straight, smooth path - but that's okay, too.

The Short Term Reality

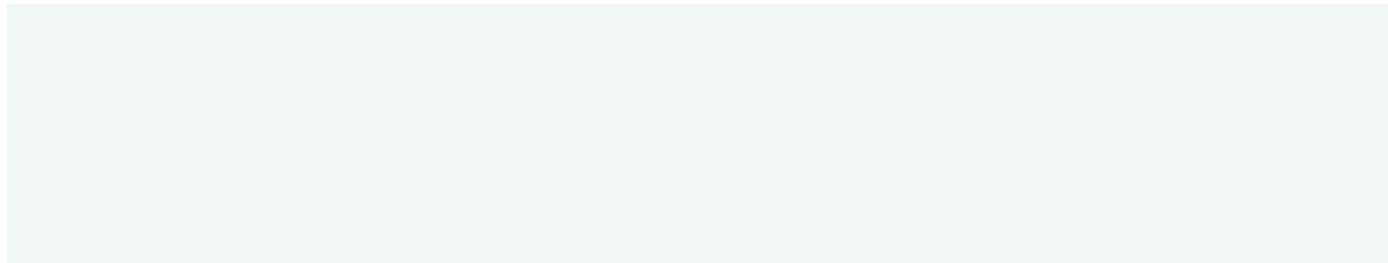
Your reality - the details of your everyday life - will change. But you will be happier and more present in your life if you adjust your goals and expectations to work within them. I have a long list of exciting ideas for new resources, programs, and promotions - but I also need to go grocery shopping, work with my 1:1 clients, and take care of myself and my marriage. Setting goals that demand more work hours on my blog than I can reasonably fit in leave me unsatisfied with my productivity, frustration between my family and I and set everyone up for failure. So, let's focus on what the next 6 months look like for you.

Right now, what makes a spectacular, fulfilling week? What does it look like? How can you spend your time in a way that leaves you satisfied with your personal life, excited about your professional development, and optimistic about the future. Get specific here - and be honest with yourself.

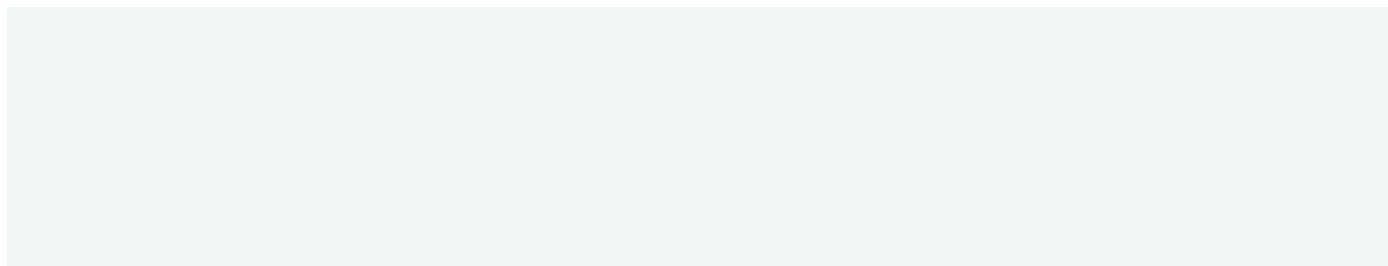
The Short Term Reality

During the next 3 to 6 months:

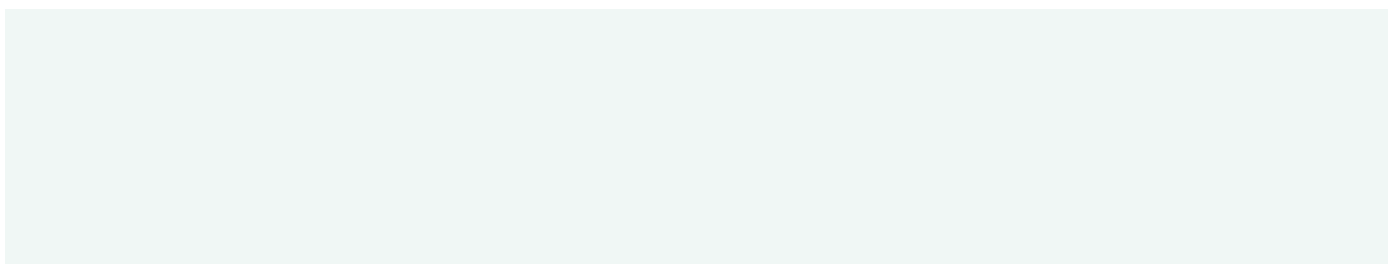
How do you want to feel?



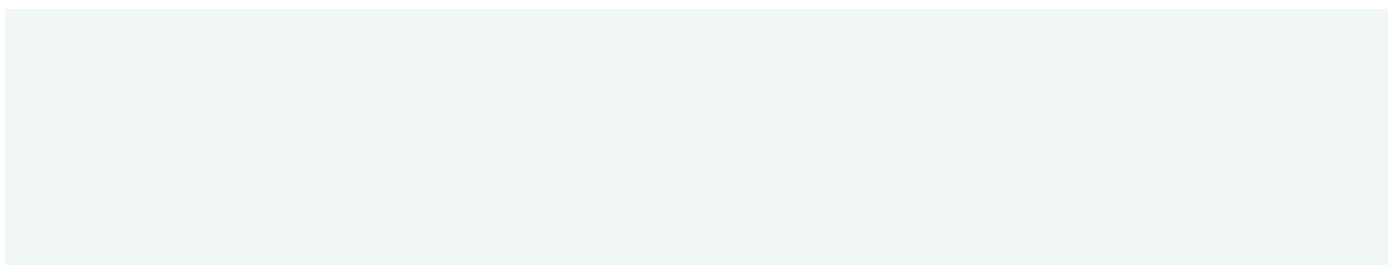
What are you learning?



What are you mastering?



What else is happening?

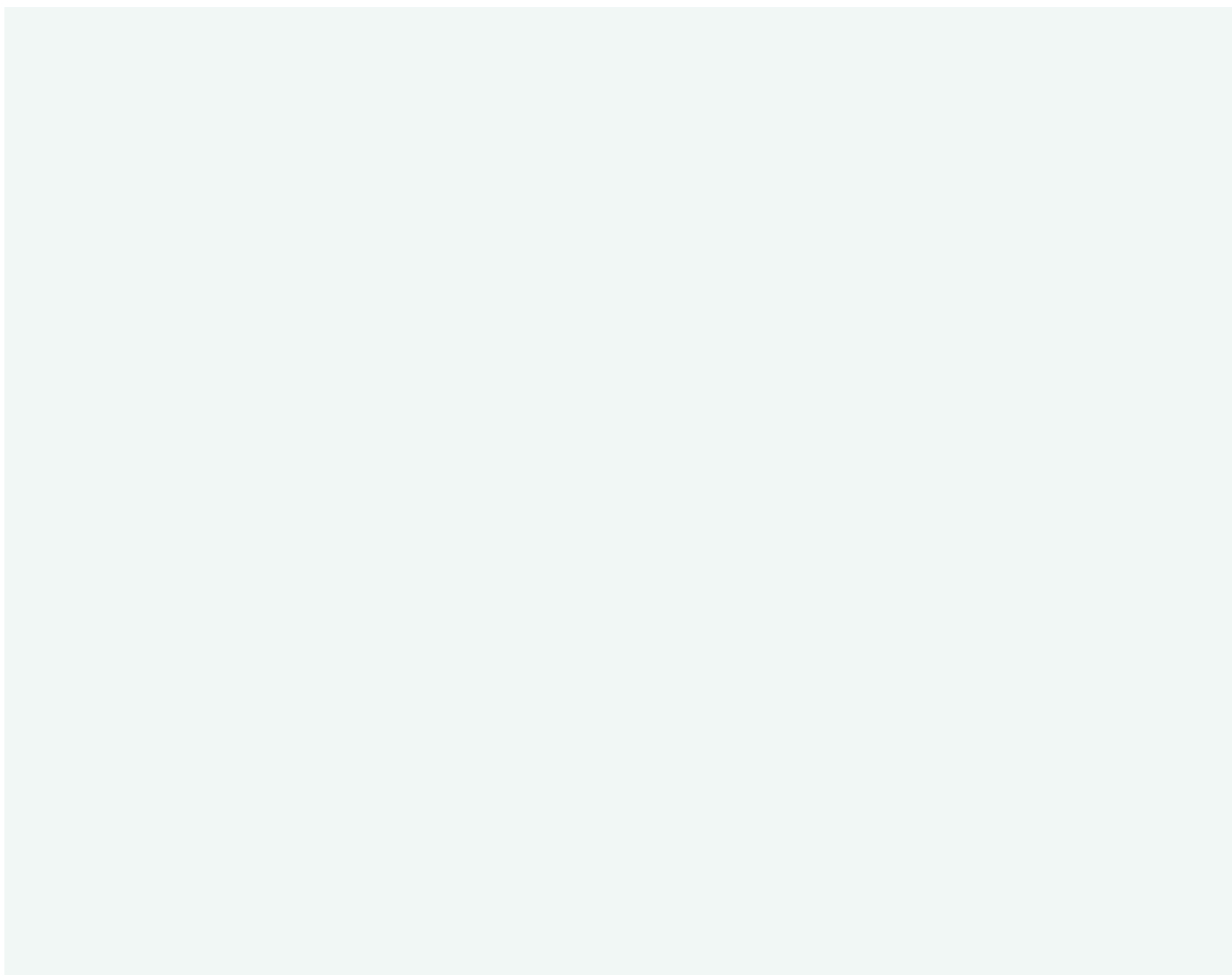


Your Why

All of these daily to dos and consistent steps are leading to something - the big WHY driving your efforts.

If you're here at Blogging In Balance, you're looking to be a professional - monetizing your blog, leveraging it as an author or creating new opportunities. Let's talk about the dream behind your efforts. Do you want to write a best seller? Have a podcast with 10k weekly downloads? What do you want life to look like and what role does your blog play in it?

Writing it out may be scary - it may feel impossible. But if its what thrills your soul, it's worth a try.



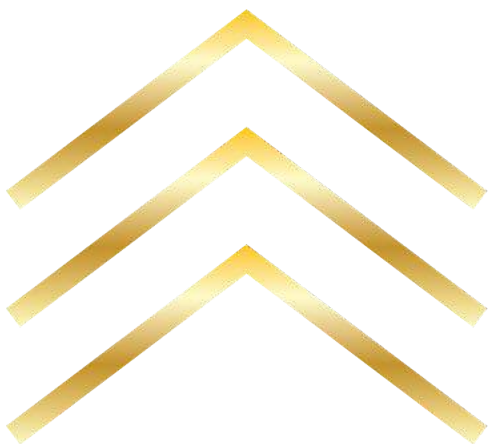
The Short Term Reality

Working inside the parameters of your every day, what are 3 goals for your blog? These are goals that are achievable with the amount of time you currently have (without learning to exist on 2 hours of sleep) but require you to PUSH! Make note of why this goal is important - what does it do?

why this goal:

why this goal:

why this goal:



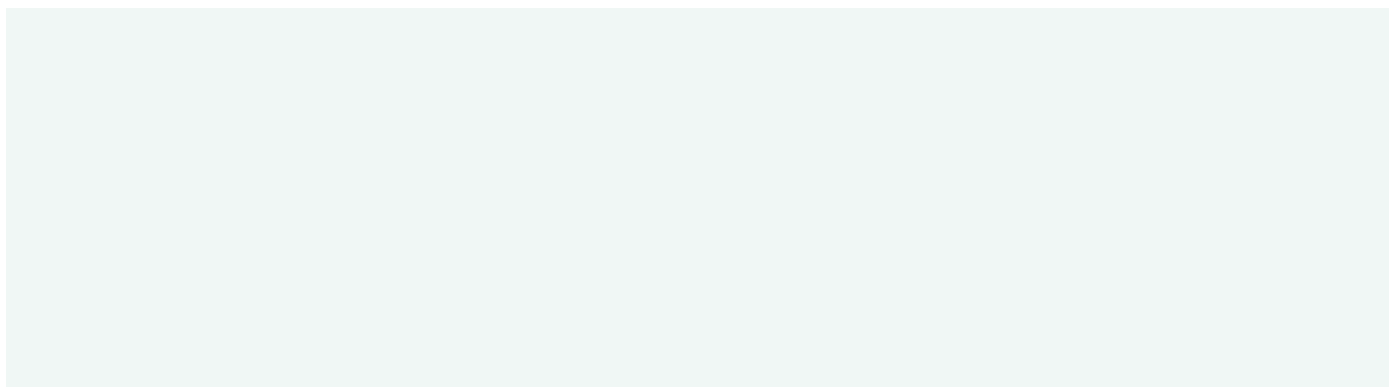
Why the Why

On each goal, I've asked you to also list your why. There will be days when you don't feel like blogging, times when it is hard. In those moments, revisiting your WHY for each goal will help you choose: is this worth the investment of my time and energy or not?

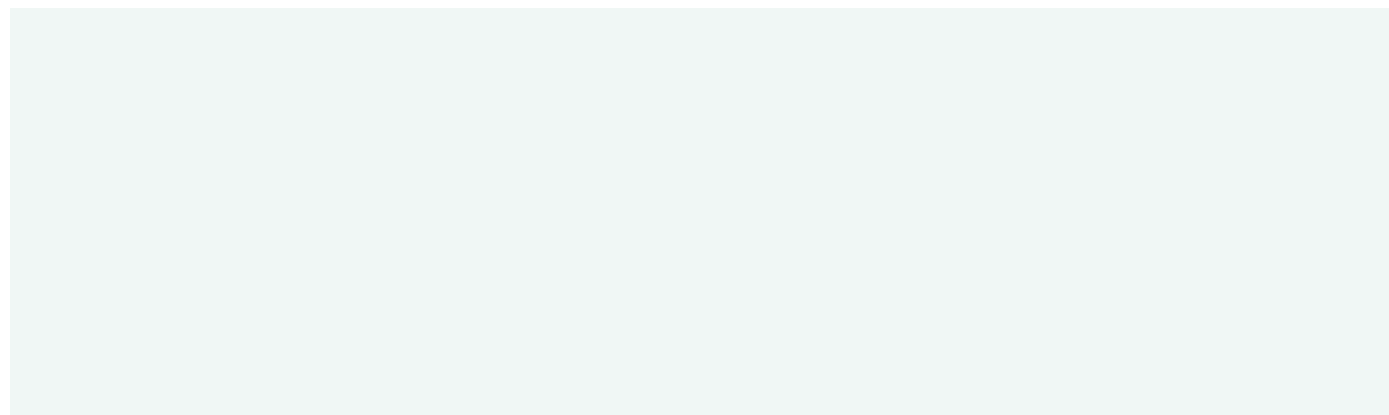
Making It Happen

Big dreams often involve the big picture and be a little fuzzy of the details. But it is the small things, the daily tasks you can check off your to do list that fuel the big picture achievements.

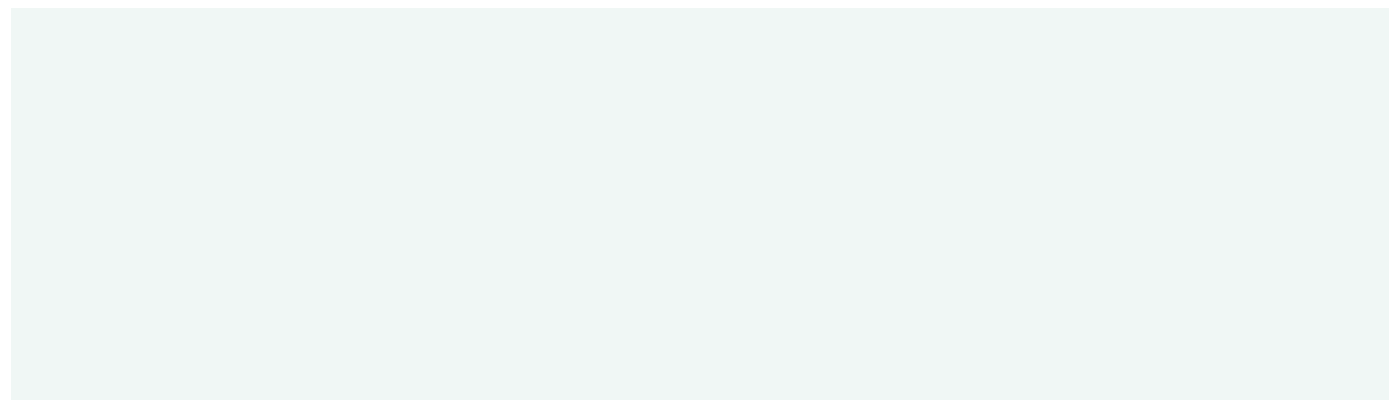
What can you do, every day or week, to make that ideal week a consistent reality?



What pockets of time will you dedicate to your blogging goals?



What time will be off limits for blog tasks? (Boundaries are important!))



Put It Into Action

Here's the test. Do those goals you wrote out push you in the direction of that big dream? It can be a small step. As long as you are moving in the general direction. If they don't add up, if your goals feel scattered or don't have a direct connection to your end goal, it might be time to rethink them.

If they do, it's time to put the wheels in motion.

Measurable

How are you going to measure your success? Let's make a specific, measurable deadline out of those goals.

Goal:

Next, 2 specific things you can do towards that goal:

1.

2.

Goal:

Next, 2 specific things you can do towards that goal:

1.

2.

Goal:

Next, 2 specific things you can do towards that goal:

1.

2.

Now, let's get started

Blog Plan Strategy

Time for just a little tough love.

If those big goals and all the steps to get there intimidate you and you're thinking that maybe you're not ready to be a professional blogger, I want you to know two things. One, it is possible. It is doable with young children, with a husband deployed to a war zone, with a day job. Two, it is doable but it is also hard work.

It means that you create a schedule and stick to it as much as you can. It means that you dedicate time to professional development and becoming a better, more effective influencer. If your days are filled with kiddos or a day job, you might get up at 4 am to put in a couple dedicated hours or stay up late to go through workbooks after dinner. Blogging doesn't have to take over your life in order to be successful. But, you do have to take it seriously and treat it like the professional opportunity it is if you want to be a professional blogger.



FIRST DRAFTS DON'T HAVE TO BE PERFECT.

THEY JUST HAVE TO BE WRITTEN

Blog Content Map

Think of your reader as a good friend - what do your friends ask you for help or advice on? For each topic you want to write about, let's brainstorm questions your readers might have that you can answer and problems you can help them solve.

Topic:

Topic:

Topic:

Topic:

Plan The Highlights

We're going to start with overall goals and work our way down to specifics. By considering now what you want to do throughout the year, you spread the workload. If you know that you don't have as much time to blog during the summer - plan for a lighter schedule! Get at least 1 topic/holiday/theme down for each month to springboard your content.

January	February
March	April
May	June
July	August
September	October
November	December

Blog Content Map

Think of your reader as a good friend - what do your friends ask you for help or advice on? For each topic you want to write about, let's brainstorm questions your readers might have that you can answer and problems you can help them solve.

Topic:

Topic:

Topic:

Topic:

1st Quarter Project Planner

January, February, March

Let's drill down a little. On each of these pages, you'll get specific about the bigger projects you are planning for your blog including deadlines and tasks to complete. By looking at your projects 3 months at a time, you can plan ahead! Feeling ambitious? Print out as many of these pages as you need for each quarter.

Project Description:

Planned Publish Date:

Project Tasks

Deadline

Date Complete

2nd Quarter Project Planner

April, May, June

Let's drill down a little. On each of these pages, you'll get specific about the bigger projects you are planning for your blog including deadlines and tasks to complete. By looking at your projects 3 months at a time, you can plan ahead! Feeling ambitious? Print out as many of these pages as you need for each quarter.

Project Description:

Planned Publish Date:

Project Tasks

Deadline

Date Complete

3rd Quarter Project Planner

July, August, September

Let's drill down a little. On each of these pages, you'll get specific about the bigger projects you are planning for your blog including deadlines and tasks to complete. By looking at your projects 3 months at a time, you can plan ahead! Feeling ambitious? Print out as many of these pages as you need for each quarter.

Project Description:

Planned Publish Date:

Project Tasks

Deadline

Date Complete

4th Quarter Project Planner

October, November, December

Let's drill down a little. On each of these pages, you'll get specific about the bigger projects you are planning for your blog including deadlines and tasks to complete. By looking at your projects 3 months at a time, you can plan ahead! Feeling ambitious? Print out as many of these pages as you need for each quarter.

Project Description:

Planned Publish Date:

Project Tasks

Deadline

Date Complete

January Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

January Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

February Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

February Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

March Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

March Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

April Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

April Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

May Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

May Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

Tune Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

Tune Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

July Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

July Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

August Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

August Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

September Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

September Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

October Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

October Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

November Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

November Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

December Editorial Calendar

We're still brainstorming - but we're getting specific! What do you want to cover each month?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	

December Progress

Part of setting big goals is keeping track of your progress. These pages are what make this plan a living thing - you're going to check back in each month and assess what you've done. Is it getting you closer to your goals? Have your goals changed? Don't forget to celebrate when you hit milestones! Not sure how or why to track these numbers? Head over to the Kick Start videos and we'll walk through them.

Blog

Total Visitors:

Unique Visitors:

Avg Pages/Visit:

Bounce Rate:

Social Media

Facebook Likes:

Facebook Reach:

Facebook Referrals:

Pinterest:

Instagram

Twitter:

_____:

_____:

_____:

List Building

Total Subscribers:

Open Rate:

Click Thru Rate:

Most Visited Posts

- 1.
- 2.
- 3.

Notes

What now?

You've dreamed, you've outlined and you've planned.

Now what?

Now, you DO. All the planning in the world won't get you to your goals without putting the work in. There are posts to write, graphics to make, emails to send.

If it feels overwhelming, if you're not sure how to get from here to in-motion, if you have questions you need answered, come on over to the Blogging In Balance community.

Blogging In Balance is all about finding the tools, resources and support you need to overcome the overwhelm of professional blogging.

We'll do it together.

Join Us

If I waited for perfection,

*I would never
write a word*

Margaret Atwood