

Long-Term Planning Template

STEP 1: Research Topic Ideas

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



STEP 2: Niche Down on Topics



STEP 3: My Target Audience

Ages: _____ Male / Female / Non-Binary

Are they parents? Yes No

Do they have a fast-paced lifestyle? Yes No

Possible Interests: _____

Extra Notes: _____



STEP 4: Answer The Following

What do I want my Target Audience to achieve from reading my Blog? *PSST! Get Specific.* _____

How will I do that? _____

What do I want to get from creating my Blog? _____

STEP 5: Research Which Blogging Platform Fits Your Needs

Platform Option 1: _____

PROS:

CONS:

Notes:

Platform Option 2: _____

PROS:

CONS:

Notes:

Platform Option 3: _____

PROS:

CONS:

Notes:

STEP 6: Pick Your Color Schemes & Fonts

Color Scheme Set 1: _____

Color Scheme Set 2: _____

Fonts Set 1: _____

Fonts Set 2: _____



STEP 7: Answer The Following

How often will I post on my Blog?

_____ per week/day

Notes: _____



STEP 8: Answer The Following

Which Social Platform will I use to market my blog? *PSST! Pick one to start with!*

Pinterest Instagram Twitter Facebook TikTok YouTube

I will post ____ times per week

I will/will not use the Later App to schedule my posts for auto-publishing.

Notes: _____



Additional Notes / Things To Remember

Large empty rectangular area for additional notes.