

bloggingbusiness plan

{summary}

blog name: _____

target audience: _____

{goals & strategy}

mission statement: _____

long-term goals:

- _____
- _____
- _____
- _____

short-term goals:

- _____
- _____
- _____
- _____

SWOT analysis:

- **strengths:** _____
- **weaknesses:** _____
- **opportunities:** _____
- **threats:** _____

blogging business plan (cont.)

strategy: _____

strategic relationships:

- _____
- _____
- _____
- _____
- _____

competitors (list strengths and weaknesses):

- _____
 - **strengths:** _____
 - **weaknesses:** _____
- _____
 - **strengths:** _____
 - **weaknesses:** _____
- _____
 - **strengths:** _____
 - **weaknesses:** _____
- _____
 - **strengths:** _____
 - **weaknesses:** _____

