

NEW BLOGGER CHECKLIST

Everything You Need To Do Before Launching

1 PICK A SPECIFIC NICHE

Pick a niche that's specific and narrowed.



2 RESEARCH YOUR AUDIENCE

Go on Pinterest, join Facebook groups, use Google to find out what your readers are interested in and want to learn about your niche.



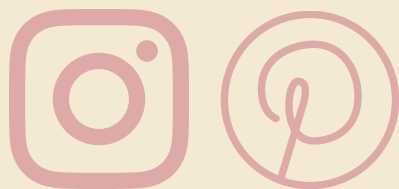
3 BUY A DOMAIN

Pick your web hosting service and register your domain name.



4 CREATE AN INSTAGRAM & PINTEREST

Just because your blog isn't up and running yet doesn't mean you can't start building your audience now!



5 JOIN FB GROUPS FOR BLOGGERS

Not only is this great for research but it also allows you ask questions, network and get support from other bloggers.

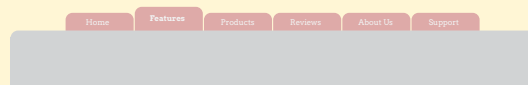


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6 PICK YOUR BLOG THEME

Create a website that's beautiful and easy to navigate.

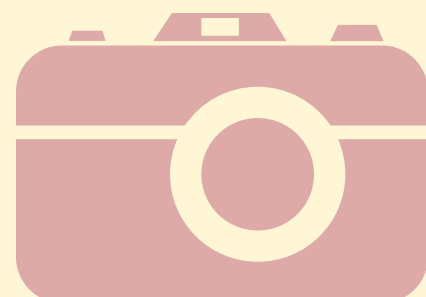


7 PICK AN INSTAGRAM THEME

Your Instagram should be an extension of your blog so when brands and potential readers see it they know what your blog is all about.

8 CREATE "PRE-LAUNCH" CONTENT

You don't want to wait to start connecting with your audience so start promoting your blog on social media now.



9 CREATE A MAILING LIST

Your email list is critical to your blog's success so pick a service and start thinking about the type of content you'll want to create for it.



10 CREATE AN OPT-IN INCENTIVE

Opt-ins are a great way to promote your email list and your blog before you've even launched.



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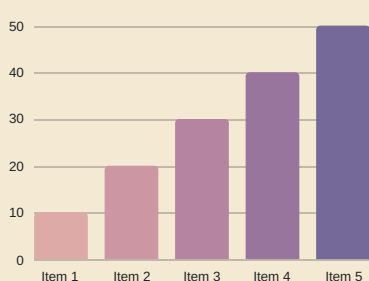
11 WRITE 10-20 AWESOME POSTS

You want to already have great content on your blog before you launch. This is the fun part!



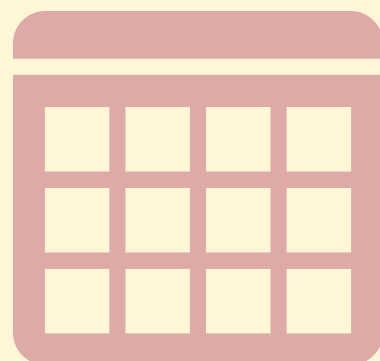
12 SET UP A GOOGLE ANALYTICS ACCOUNT

Google Analytics is a great way to track your blog's traffic and progress. Plus it's free!



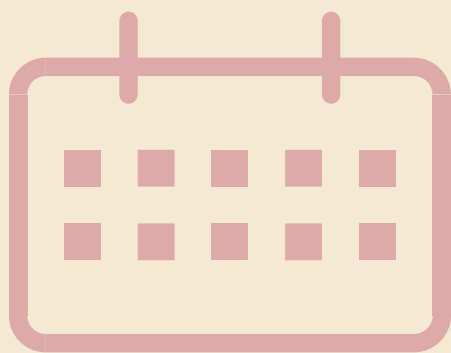
13 CREATE YOUR EDITORIAL CALENDAR

This includes your blog content and social media content.



14 DOWNLOAD HOOTSUITE

Hootsuite is a free social media content scheduler that will make your life 10 times easier.



15 FOLLOW, ENGAGE, CONNECT

Now that you've been posting great pre-launch content on social media you should also be actively connecting with other accounts on social media every day.

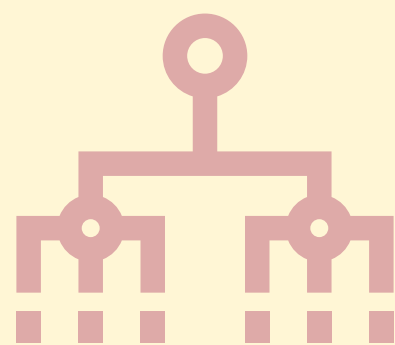


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16 REACH OUT TO 5 BLOGGERS EVERY WEEK

Ask these bloggers if you can interview them for your blog. They'll love the exposure and it's a great way to network.



17 PROMOTE A GIVEAWAY/FREEBIE

A great way to launch successfully is to have some sort of content or physical giveaway on day one to drive traffic to your blog and build your email list.

READY TO LAUNCH? EMAIL ME
YOUR #1 BLOGGING SET BACK
SO I CAN SUPPORT YOU!

DON'T FORGET TO JOIN MY PRODUCTIVE
BLOGGER FACEBOOK GROUP SO YOU CAN
FIND OTHER AWESOME TOOLS LIKE THIS
ONE!

SHEILA@THEPRODUCTIVEBLOGGER.COM

www.facebook.com/groups/productiveblogger