

Blog Strategy Like Chess - Planning Worksheet

Step 1: Define Your Blog's Opening (Your Focus + Goal)

What is the main topic or niche of your blog?

➤ _____

Who are you writing for (your audience)?

➤ _____

What is the primary goal of your blog right now?

- ☐ Grow traffic
- ☐ Build an email list
- ☐ Sell products or services
- ☐ Establish authority
- ☐ Other: _____

Step 2: Mid-Game Strategy (Content That Builds Momentum)

What type of content will support your strategy?

- ☐ Evergreen guides
- ☐ Personal storytelling
- ☐ How-tos or tutorials
- ☐ Product reviews
- ☐ Behind-the-scenes posts
- ☐ Interviews or collaborations
- ☐ News or trend commentary

How often will you publish?

- ☐ Weekly
- ☐ Biweekly
- ☐ Monthly
- ☐ Flexible / Based on inspiration

Blog Strategy Like Chess - Planning Worksheet

What's your next 3 post ideas?

1. _____
2. _____
3. _____

Step 3: Endgame Vision (Long-Term Planning)

In 6 months, I want my blog to:

➤ _____

In 1 year, I want my blog to:

➤ _____

Long-term income plan (choose one or more):

- ☐ Affiliate marketing
- ☐ Digital products (eBooks, courses, templates)
- ☐ Services (consulting, coaching, freelance work)
- ☐ Sponsorships
- ☐ Paid newsletters or memberships
- ☐ Ads
- ☐ Not focused on income

Step 4: Analyze and Improve (Learn From Each Game)

What posts are performing well right now?

➤ _____

What posts didn't do well, and why?

➤ _____

What can you improve in your content process?

- ☐ Headlines
- ☐ SEO optimization

Blog Strategy Like Chess - Planning Worksheet

- ☐ Visuals
- ☐ Promotion strategy
- ☐ Internal linking
- ☐ Calls to action
- ☐ Reader engagement

Final Notes

Write down any lessons, insights, or goals from today's planning session:
