

Use this checklist to ensure you have all of the baseline elements in place to grow your blog into a blossoming business while also protecting your brand and assets. For baseline items you are missing, use your weekly goal planning sheet at <http://club.chicacircle.com/creative-blog-talk-series-setting-mind-blowing-blog-goals/> to set priorities to fill in any gaps.

Share your progress via **#CreativeBlogTalk**.

## BASELINE BLOG MUST HAVES

### DEFINE YOUR BRAND

- Blog goals
- Blog logo
- Blog design - color palette, layout, fonts

### BLOG INFRASTRUCTURE

- Registered domain name
- Hosting service
- Email subscription service
- Google Analytics code
- RSS subscription feed

### NAVIGATION/ SIDEBAR

- Email subscriber box
- Search box
- Social media buttons (opening to a new browser tab)
- Email contact link

### PLUG-INS

- SEO
- Spam filter

### BLOG POST ELEMENTS

- Social sharing buttons
- Pinterest sharing buttons for images
- Comments section
- FTC disclosures for affiliate links or any sponsored content
- Watermark on all images

### KEY PAGES

- About Me/Us Page (which includes contact information)
- Terms of Use (including copyright information and use of images)
- Privacy Policy (if you collect subscriber information)

## GETTING BIGGER!

## GROWING YOUR AUDIENCE AND TRIBE

- Bonus (Freemium) for subscribers
- Social media strategy
- SEO strategy
- Participation in private Facebook groups
- Targeted G+ and Twitter lists

## MONETIZATION

- Monetization strategy (how will you earn money?)
- Shopping cart (optional - depending on monetization strategy)
- Ad space and management (optional - doesn't fit with everyone's monetization goals)
- Apply to blogger networks
- Media kit

## BUSINESS REGISTRATION AND ACCOUNTS

- Registered DBA name - unless doing all business as your own name
- FEIN (Federal Employer ID Number) - depending on business structure
- Seller's Permit - if selling any goods
- Business bank account
- Business PayPal account

## BUSINESS SYSTEMS AND SCALING

- Editorial calendar
- Virtual assistant (and/or Elance)
- Small business accounting software
- Collaboration workspace and tools

## BUSINESS AND BRAND PROTECTION

- Trademarked Business Name (and potentially tagline)
- Registered Copyrights
- Non disclosure agreement
- Social media policy

## SUPERSTAR!!

- Incorporation (LLC, S-Corp, C-Corp)
- General business insurance
- Press Page ('As Seen On')
- Legal resource on call
- Accounting resource on call
- Technical resource on call
- Variety of product or service offerings

## YOU CAN DO THIS!

Share your progress via hashtag **#CreativeBlogTalk** or comment on one of our **Creative Blog Talk Series** posts at <http://www.ClubChicaCircle.com> so we can learn from each other and celebrate each other's successes.

## HAVE A QUESTION?

Email us at [chicacircle@gmail.com](mailto:chicacircle@gmail.com)