



# BLOG TO BIZ ROADMAP

*step-by-step plan to  
monetize your blog*

# Hey, you!



## Welcome to the Blog to Biz Roadmap!

I am so happy you took action and downloaded this guide. Most people spend all of their time chasing the next best thing or trying every possible strategy to turn their blog into a business.

But... you NEED to follow a specific framework and have a plan to follow otherwise it will never work for you.

When you have a step-by-step process you will start seeing results faster.

I am here to guide you to create your own plan to turn your blog into a profitable business.

Let's get started!

*xo, Addi*



## #1 - Focus

The first step is to stand out and set yourself apart online by identifying who you are targeting and the solution you will provide.



## #2 - Dream

You MUST be a visionary for your blog to turn it into a business. This means dreaming big and creating a vision.



## #3 - Plan

Narrow down what you want to achieve with your blog and how you will turn it into a business. Plan to get specific with your goals.



## #4 - Assess

Are you working on the most important projects and tasks to turn your blog into a profitable business?



## #5 - Action

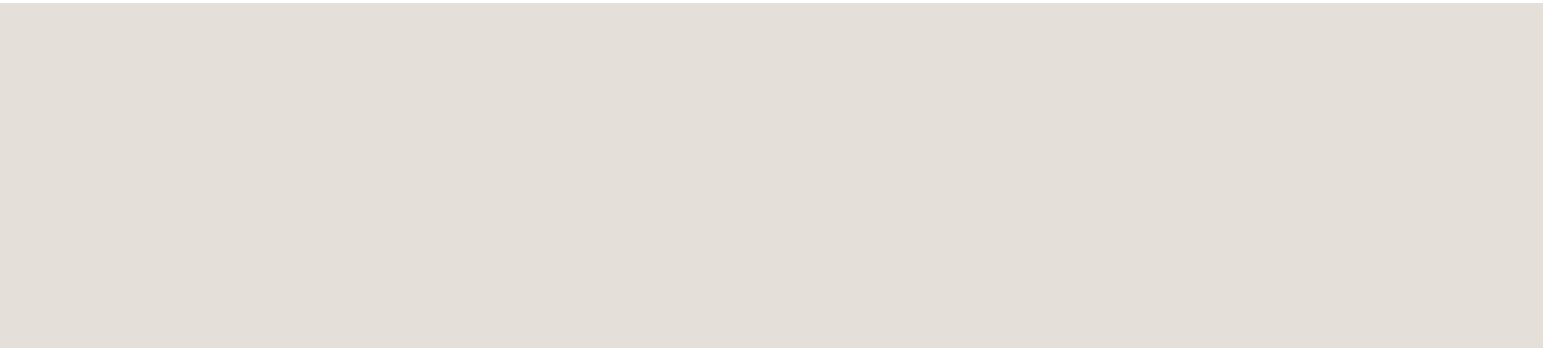
You need to create a step-by-step plan to follow to keep yourself on track to achieve your goals.



## STEP 1:

You have to get VERY clear on who you help and what makes you stand out from everyone else. Your story will help you to build a relationship with your target audience and show them how you can solve the problem they are experiencing.

What makes you different? Think about your knowledge and life experiences. What kind of impact do you want to make? How can you inspire others? Craft your story.



Who do you serve? Describe your target audience. Don't just write down their demographics. Consider the commonalities you find between who you serve. (hobbies, interests, values, etc.)



"I help (insert target audience) stop (insert problem they are experiencing) and start (Insert result they want to achieve)."

"I help (audience) to (result ) without problem)."





## STEP 2:

In order to turn your blog into a business you need to know where you are going and what you want to achieve. It is a very intentional process.

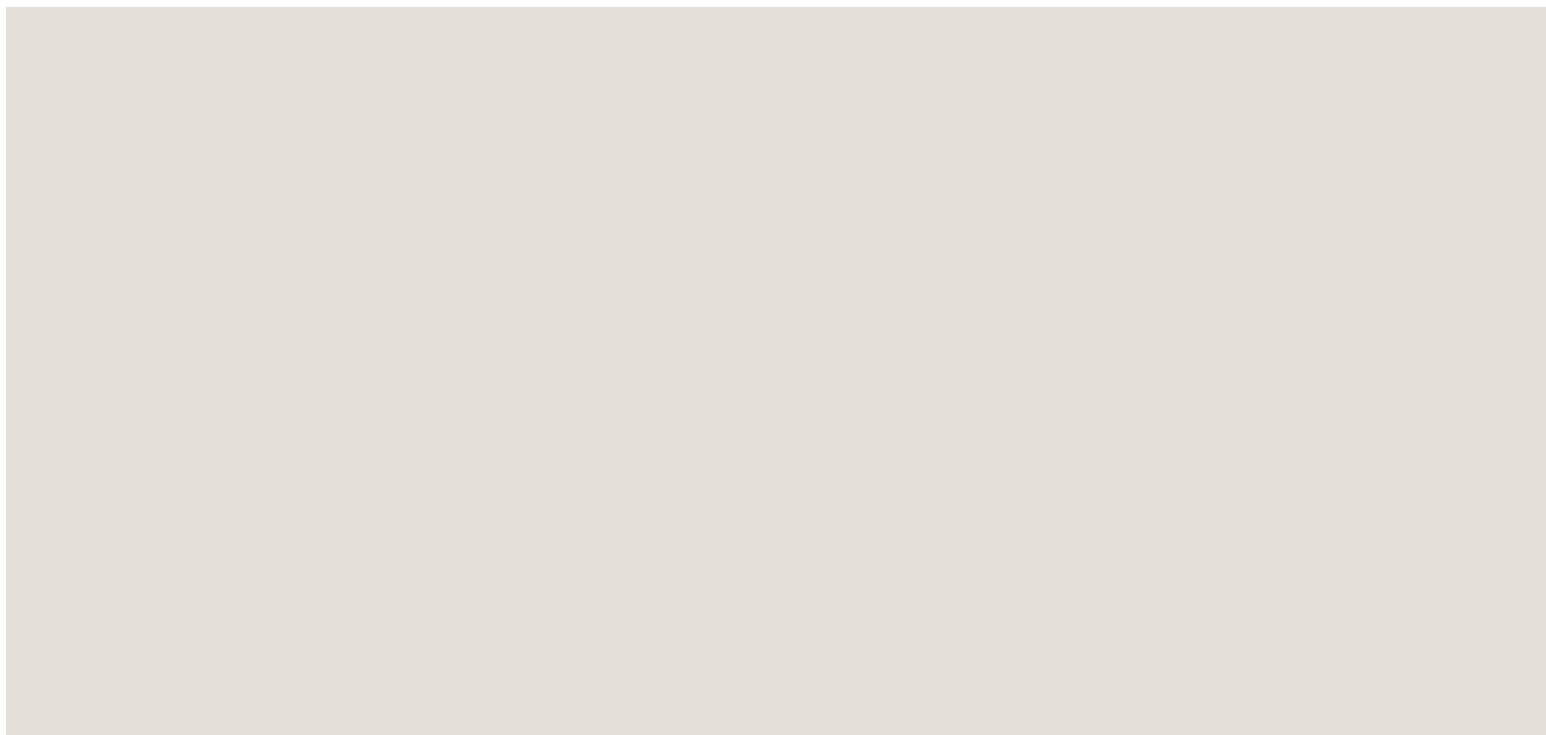
The first part is to believe in yourself. You have to believe that it is possible for you to turn your blog into a business and achieve your dreams. Here are a few affirmations for you:

I believe I can turn my blog into a profitable business.

I am worthy of my dreams.

I am creating my life exactly as I want it.

Create your vision. Set aside some time to do a brain dump and answer the following questions: What do you want to accomplish? What kind of impact do you want to make? What do you want to create? What is your definition of success? Where do you see your blog in 1 year?



### STEP 3:

Once you know your vision you need to narrow it down into the specific goals + milestones you want to achieve in the next 90 days.

I like to break this down to make it as simple as possible. In order to make a profit and turn your blog into a business, you **NEED** to make it a priority. This means focusing all of your time and energy on growing your audience + growing your sales.

What money milestone would you like to hit in the next 30, 60, 90 days? (ex: \$1,000, \$3,000)

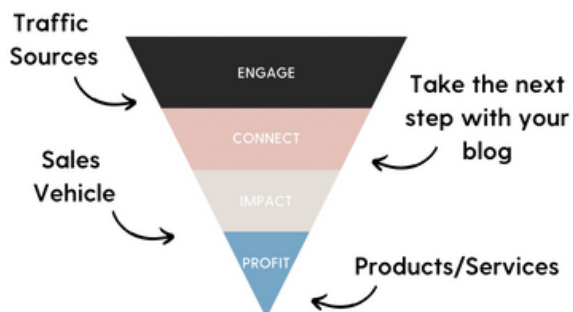
How are you going to make money? Digital product? Service?

What platform will you use to connect + grow with your audience? (ex: Instagram, Pinterest)

How will you sell to your audience? (ex: launch, webinar, email funnel, sales call)

How will you convert your traffic into leads?

You need to have a plan in place to earn money otherwise you will just get caught up in #allthethings. This is my Profit Funnel Formula that I use to consistently earn money every single month.





## STEP 4:

It's time to assess your current work habits and routines so that you are focusing your time and energy on the projects that are going to bring money into your business. It's time to **STOP** doing busy work and start filling your day with meaningful projects and tasks that will help you to hit your monthly \$ milestone.

List out the projects you are working on or just completed. Will these projects and tasks bring revenue into your blog to turn it into a business?

PROJECTS:

YES

NO

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If you answered NO it's time to either automate, delegate or eliminate the task.

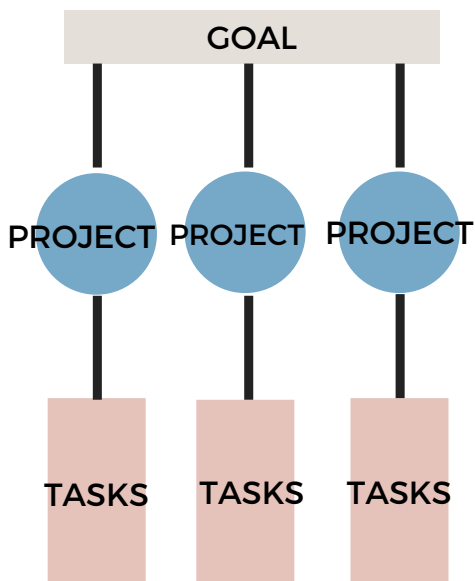
It doesn't mean you won't ever be able to do the things on your to-do list, it just means you can't focus your time and energy on those items right now.

You have to prioritize profit, otherwise you'll be left with an expensive hobby.

## STEP 5:

You need to create a plan to follow to hit your \$ milestone so you can turn your blog into a profitable business. The easiest way is to break your goal down into projects and then daily tasks that you can put onto your calendar.

It is time to break your goals/milestone down into projects and tasks. Doing this will help you to stay focused on the most important activities to get your desired result. To do this, you need to break it down as much as you can until you have individual tasks to put into your calendar.



*Example:*

*Milestone- Earn \$1k this month from selling digital templates in email funnel*

*Projects - Design new lead magnet, create offer, sales page*

*Tasks - Draft content, design, style, upload to email form*

MONDAY	TUESDAY	WEDNESDAY
Draft content for lead magnet	Choose the design software	Style + add branding
Create the content	Design the pages of the lead magnet	Edit + finalize

Once you have the tasks, you can add them to your calendar to stay on track and hold yourself accountable. This will ensure that you are actually working on the tasks that are going to generate revenue for your business. I recommend doing these tasks first each day so that you don't get caught up in the busy work or reacting to your day.

