

30 Days to Start Blogging for Biz

Hey there, Mama!

Below is your checklist written out as days to a calendar month. Do be gentle on yourself - you're a busy mama and this is only to serve as a guideline and a point of inspiration and framework of all the steps I've taken along my own journey.

[Click here to check out the video](#) of the online workshop that goes deeper into these 30 steps that will see you make the shift from blogging for hobby to blogging as a small, but creatively awesome part, of your work from home dreams.



And you can [click here to listen on the go](#) with the audio version.

Pour yourself lots and lots of latte mama and remember to have fun with the blog to biz birthing process and keep breathing!

Love,
*Kathy

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Week One

Day 1: Declare then celebrate the start of this journey!

Day 2: Get in the biz mindset by setting up a book keeping system, set up a work schedule and make sure you have an email subscription service set up to collect subscribers.

Day 3: Get in the Mama Mindset by reinforcing your four pillars of Mama Bliss by [filling in your flower of bliss handout](#), accepting this will require patience and embracing imperfection, and remembering you can't do it all.

Day 4: Brainstorm ideas on how you plan to monetize your blog.

Day 5: Contemplate who you will serve with your unique blend of passion, gifts, experiences and areas of expertise.

Day 6: Research and collect blog-based business model ideas that resonate with you.

Day 7: Take a day off and get inspired!

Day 8: Blog post – plant the seed of what you got up your blog to biz sleeve.

Week Two

Day 9: Send out a newsletter sharing your blog content with a PS to invite a chat.

Day 10: Talk with your ideal (or close to ideal) readers on the verge of being clients or customers over Skype or phone to see where they're struggling.

Day 11: Go over conversation notes. How can you help? What would be the first step?

Day 12: Create a rough draft of a simple opt-in freebie that touches upon this first step for new email subscribers.

Day 13: Create then put up on your blog your opt-in that highlights your new freebie.

Day 14: Another rest day! Don't burn yourself out, Mama!

Day 15: Write a super value-rich blog post that riffs off of your freebie's struggle.

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Week Three

Day 16: Send out another newsletter and choose two social media platforms.

Day 17: Create a mission statement and echo it somewhere on your blog and social media bios.

Day 18: Write, or rewrite, your about page so it's less about you and more about your ideal readers.

Day 19: Create an outline for your first paid offering.

Day 20: Write a love letter to your perfect peeps! Don't send it out but keep it on hand to reference back to your heart's, and blogging for biz, deepest desires.

Day 21: Today's blog post is a chapter or first step of your first paid offering!

Week Four

Day 22: This week's newsletter includes this week's post, PS of this being an excerpt of your upcoming offering and a PPS to forward along your new opt-in freebie to a friend, please.

Day 23: Unplug and really indulge in one component of your Self-Care SHOES (sleep, h2O, organic living, exercise or stillness).

Day 24: Get a fresh pair of eyes on your site and make a list of what needs to get done to make it less hobby and more money (you can borrow mine with a complimentary 30 minute consultation by [clicking here](#)).

Day 25: From your list you created yesterday pick one task to commit to.

Day 26: Make headway on your first paid offering.

Day 27: Write the first draft of your sales page.

Day 28: Complete your offering and get your sales page up! Test everything to make sure everything works!

Day 29: Send out that exciting newsletter you have something for sale and direct to your new sales page!

Day 30: Treat yourself, Mama! You just birthed out a dreamy little biz baby.

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Need help keeping the momentum going?

First of all, take good care of your needs while you make this transition from hobby blogger to working from home, mama. And note that the reality check is that these 30 days that are outlined here might stretch out over many months. It's this special time zone called Standard Mama Time!

To help pass this time with ease, get in the habit of filling out your [Flower of Mama Bliss Flow Chart](#) once a month with one word reminders for how you're going to stabilize your bliss each month and enjoy the ride.

*And, by the way,
I'm Kathy Stowell*



I turned my hobby blog into a biz ten years ago and since then have helped hundreds of creative, multi-passionate, entrepreneurial-curious mamas birth their home-based biz dreams. Including (and specializing in) heart-centred ecourses and one on one services born from your love of blogging.

I would love to hold your hand too in this leap taking process that incorporates my Mama Bliss Coaching approach that honors the creative process while digging up the simplicity that is often buried under the many layers of distraction life tends to pile upon us.

So don't forget to take me up on my free 15-30 minute consultation ([click here](#)) where I'll check out where you're at in this 30 day journey and where you want to be. I'll then offer at least three steps to get you closer to your blogging for biz vision and perhaps discuss how we can work together to get you there with your bliss fully intact.

And email me at Kathy@blissbeyondnaptime.com with any questions or feedback on this mini-workshop and we'll be talking very soon!