

The Business, Marketing, And Blogging Plan For 2012

PREVIEW

**Ideas for Blog Posts, Ways To
Expand Your Income, and
Promotions for Your Biz!**

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January Blog Post Ideas

- 1) Share your goals! What are your goals for the coming year? Post them and ask readers to post theirs'
- 2) What did you do on holiday break? If you were too busy to blog during the holidays, write a post and let everyone know what you did over the past couple of weeks
- 3) What is something you want to learn this year? Post about it and ask your readers to leave a comment with what they want to learn
- 4) By the end of January, people are developing the Winter Blues. Give them some tips on how to stay positive and cheerful.
- 5) Help your readers save money! This is the time of year when stores have clearance sales on outdoor clothing. Post about any deals you find.

***** This is just a preview. In the Business, Marketing, And Blogging Plan For 2012, you'll receive 20 blog post ideas per month.**

January Ideas To Expand Your Income

- 1) This is the time of year when people are concerned about health and fitness. Become an affiliate of Amazon and put the links to fitness products, DVDs, etc on your blog.
- 2) This is also the time of year that people are looking to get organized. Post some affiliate links for books that can help people get organized and get rid of clutter. In addition to Amazon, you can also join the affiliate programs offered by Commission Junction, Linkshare, and Google's Affiliate Network.
- 3) Another popular New Year's Resolution is to get out of debt. There are many "work from home" products out there. ClickBank offers quite a few ebooks, and there are many other books, ebooks, etc out there from Amazon and privately owned sites. Find your favorites and post some affiliate links.

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- 4) **Craft Fairs / Trade Shows:** Do you offer a product that can be displayed at a craft fair or trade show? If you can afford to have a booth, go for it! Again, you'll meet a lot of new people and some of them may become your customers!

- 5) If you cannot afford to go to a conference or have a booth at a craft fair, consider donating to swag bags. A "swag bag" is a bag that is given to people who attend conferences, craft shows, and other events. Don't go broke doing this – just donate what you can afford to give, and make sure each item is tagged with your contact info. (so the recipient can order more!)

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January Promotion Ideas

New Year, New You – Many people want to make a change in the New Year, such as losing weight or getting organized. If you have a product or service that can help people make a change, this is a good way to promote it.

Resolve To Save – Another popular New Year's Resolution is to save money, and if you're offering a product or service for a discounted price, you're helping people achieve that!

Beat The Winter Blues – Near the end of January, people start getting sick of winter. Hold a sale at the end of January to heat things up.

***** In the Business, Marketing, And Blogging Plan For 2012, you'll receive 3 Promo Ideas per month.**

Ready For More?

Grab the full set of blog post ideas, promotion ideas, and ideas to expand your income. Normally priced at \$35.00, you can grab it for just \$19 by visiting

<http://www.indiebizchicks.com/mojo-discount.html>

You'll receive 3 workbooks plus bonuses – including a Blog Calendar Template in Excel, and a special guide to New Year's Resolutions For Your Business!

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