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# The Badass Blog Planner: Your Guide To Defining Your Purpose, Creating Clarity, And Building A Year Of Killer Content



## Synopsis

Calling all bloggers, small business owners, freelancers, entrepreneurs, artists, and general creators of awesome things online—this workbook is for you! Whether you're setting goals for the new year or just hoping to step-up your blogging game, The Badass Blog Planner is the must-have workbook to blog with purpose and grow your online presence like a pro. Packed with over 60 worksheets, this one-year planner will help you review the past year and hatch a plan to improve your online presence. It includes worksheets to evaluate and plan blog content, social media posts, products and services, email newsletters, marketing, advertising, your budget, and website design. No more late-night post idea panic or stressing over social media! You'll take action with the confidence to create compelling and shareable content, promote your brand, organize your website, set goals for growth, plan product launches, and feel excited and inspired all year long.

## Book Information

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## Customer Reviews

If you're an experienced blogger these are all activities you are already doing. It's simply a work book to have you record what you're doing. If you're active, the sheets in the book will last you less than a week. I was hoping for some inspiration or guidance and for over \$20, i got neither.

If you are looking to get this, know that you are getting a workbook only. I should have paid more attention to the page count. I thought there would be more advice and guidance mixed in with the full pages of basic worksheets. I was disappointed especially for this price.

I was really disappointed when this arrived as there was just no substance to it at all. It's so surface

level with nothing to help you grow your blog. Questions like "how many twitter followers do you currently have?" but nothing about strategy to increase the number you have. As soon as it arrived I felt like I had been conned. This isn't for a new blogger or old blogger, it's just for those that want to write down things like stats etc that you could easily do in a spreadsheet and save your money! Overall, I really can't recommend this product and feel quite aggrieved that I spent so much money on it.

I had read through all of the reviews, and even commented on a few of them. As this is a planner, I was not purchasing this item with the belief that I was going to find guidance or inspiration on how to improve my readership or social media following. There are plenty of wonderful websites suited to that purpose already. What I WAS expecting and did NOT find however were actual calendar planning pages to use to integrate plans for my blog posts with my social networking plans. That, to me, is something you'd expect to find in a planner. Personally, I think a combination of The Badass Blog Planner and the Epic Blog: One Year Planner would make for a truly Badass, Epic Planner. For 2016 I'll use both, but probably won't be purchasing for 2017. EPIC BLOG: One-Year Editorial Planner

As a long-time blogger, I have had many, many, MANY blog planners. This one is definitely one of my favorites. It actually probably tops the charts because, unlike the other planners, I didn't have to print an entire ream of paper to get to the good stuff! The Badass Blog Planner is small but mighty - Sarah leaves out the fluff and gets right down to the good stuff, giving you everything you need to plan that badass blog of yours. I would easily buy again, and will likely gift it to friends and clients!

I was looking for a blog planner that addressed the needs of a new blogger when I stumbled across Sarah Morgan and The Badass Blog Planner. Although it had a steep price for a 75 page book, I wanted something and it was one of the only options I found for sale on . What I like about the planner is its size. There's plenty of room to explore ideas and write on the book's pages. The pages are also colorful and the text is easy to read. What I didn't like about the planner and the reason why I gave it four stars is that it addresses the needs of already established bloggers and does little to help new bloggers set their own goals. In order for me to get better use out of the book is by starting a blog and revisiting The Badass Blog Planner once I have numbers to evaluate and feedback from my readers to review. Overall, I think this title is great for established bloggers wanting to achieve specific goals. If given the opportunity to look at more pages of the planner

before purchasing it, I think I might have opted to purchase something different for myself. I've written many blogs for businesses throughout the years but never got into personal blogging until now. I was hoping to get a little more out of this title but alas, I'll put it away until the time is right to take it out again and use it.

I saw this book on Pinterest and didn't read much about it before purchasing, just looked at some of the pictures. First the good parts. I do like the worksheets and I love the design. I think over the coming year or two it will be helpful in brainstorming and tracking my blog progress. Now for the bad. The workbook can't decide if it's for beginners or experienced bloggers. It basically has worksheets to track what you did last year and then plan what you'll do this year. No tips or guidelines, just space to track your numbers and brainstorm how to improve them. As a beginning blogger, I don't even have a previous year to compare with so I'll have to work on that this year and come back to it. Yet other reviews say that for experienced bloggers it's too basic, so I'm not sure who the intended audience is! Also there are so few worksheets for future ideas compared to tracking past performance. I could easily write down past performance in a spreadsheet or notebook. I wanted guidance on making a game plan for my upcoming content! My biggest issue though is the quality. As much as I love the design, if I'd known how poor the print quality was, I would NOT have purchased this book. The cover is cheap paper, not thick like a paperback book usually is. The inside is the same, but the absolute worst aspect is the ink itself. The images on the cover and even the text inside the book is grainy and makes your eyes hurt looking at it. Even the basic text seems to have a greenish shadow behind it like it printed in two colors and it makes it hard to read. Your eyes instantly blur the lines. Perhaps this is a self-published book and if so then I salute them on the design but they need to view proof copies first next time! Even a small printing shop should be able to print text that's actually readable.

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