

How The Foundation Plan Works

What the Plan Is

Blogist's #1 focus is to turn you into a specialist in your field and enable you to share these expertise with the world. As we continue to focus on ways that we can best service coaches, influencers and entrepreneurs we are very excited to officially launch our new Foundation plan.

Are you someone that has always dreamed of becoming someone with a large social footprint or online business? Do you need systems to make your thriving business more efficient? Then this plan is for you. Blogist has sent the groundwork, or Foundation, to truly make your business soar.

Who the Plan is For

This plan is for you if you are just starting out with your online business. Do you have a story that you want to share with the world? Blogist's Foundation plan will give you the tools to organize your content and identify who your core followers are so that you can create content that they resonate with.

The Foundation Plan is also perfect for customers who are looking for a project management system to track paid campaigns and seamlessly organize their content calendar.

What You'll Get

A content calendar that will allow you to seamlessly organize all of your content. The calendar seamlessly integrates to all of your calendars (like Google Cal). Our system will also send you a daily reminder as to what's coming up in your content calendar so that you stay consistent with your content schedule. Consistency is the #1 thing that will make your business grow online.

A project tracker to track all paid and gifted collaborations with brands.

A full analysis of your audience to allow you to most efficiently pitch brands. This demographic breakdown will also help you understand the kinds of content that resonates best with your audience so you can increase your engagement drastically and in turn your audience.

A classroom experience where we bring in leaders in the industry to talk about how you can best utilize tools like SEO + Pinterest.

Exclusive weekly content with best practices about growing your online business.

An a la carte services offering to best serve you as you focus on growing your social footprint to drive your business forward.

- Strategy Calls with a Social Media Strategist that can help give you the tools to grow your brand. **Cost:** \$100 per call

- Pitch templates if your goal is to pitch brand partners to engage in an activation. **Cost:** \$30 per pitch
- A social media audit and business plan. **Cost:** \$400
- Media Kit. **Cost:** \$150
- Any sort of copy or content feedback you may need. **Cost:** \$30

Access to our network of preferred partners: Looking for web design support, PR support, Pinterest support, a new photographer etc.... Blogist has a network of preferred partners here to work with you to grow your business, at a lower cost.

How it Works: Foundation Plan

Create a Blogist account at <https://lens.blogist.co>.

Enter your credit card. You are now a paying customer. We will bill you on the same day of the month moving forward.

There are no contracts, you can cancel at any time.

How it Works: Foundation Plan Add Ons

Foundation customers may purchase add ons from your Blogist account. Go to the “Services” tab on the left hand corner of your Blogist account.

Once you have purchased a plan add on, you can submit a ticket and one of our Senior Strategists will reach out to you with any questions they have in order for them to complete your task.

Strategy Call: If you are scheduling a Strategy Call, all calls must be scheduled 72 hours in advance via the “schedule a call” button. This call will be done with a Blogist Senior Strategist. Prior to the call, the Senior Strategist will send you an agenda, with talking points of what you should prepare for the call.

All calls will be done via Zoom. You will be sent the call recording after the call to use for future reference.

If you have to cancel a call: The cancellation request must be submitted **more than** 24 hours in advance of the scheduled time, the Senior Strategist will grant you a replacement call. If the cancellation request is submitted **less than** 24 hours in advance of the scheduled time, you will not be refunded or reimbursed for the call.

Social media content audit and business plan: Our Senior Social Media Strategist will examine your social media channels and determine what is working and not working. Senior Social Media Strategist will provide recommendations and clear next steps to follow to overcome the issues identified in the audit.

This audit will serve as the business plan that you can work from to drastically scale your business over the next year. Please email management@blogist.co if you want any examples of this audit.

Email pitch writing to a brand: Submit a ticket with information about who you want to pitch and any additional context about why you want to pitch this story. Our team will send a pitch template to you within 2 business days. The email will not be sent on your behalf, you must send the email on your own. We do not provide contact information for the brand, but will give you advice on how to find the contact if you need it.

Media Kit Buildout: Here at Blogist, we know what does and doesn't work in a media kit to draw the attention of a brand. We've been in this business for quite awhile and we know exactly what it takes to have the best of the best in a media kit. We know what brands are looking for and how to make our customers come across as the wonderful, professional bloggers that you all are!

If you purchase a media kit, you will be sent a list of questions to fill out for us so we can get a better sense of who you and your brand are. We will then build out a personalized media kit for you and get it back to you within 2 business days.

Billing: How it Works

Create an account, enter your credit card. You are now a Blogist customer! You will now be billed on the same day each month at \$29 per month.

To purchase an add on, go to the "Services" tab of your Blogist account to purchase a service. You will get a bill at the end of the month with all of the services you have purchased that month and your card will be charged.

For example, if you purchased a strategy call + pitch in March, this is what your bill will look like in April:

- Foundation plan: \$29
- Strategy call x 1: \$100
- Pitch Support x 1: \$30

Total: \$159

Services can not be exchanged for other services. All services that have been purchased, but not used (redeemed) will roll over to next month.