

MORE VISIBILITY, MORE PROFITS

CALENDAR



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Take advantage of this calendar to evaluate where your business is today. Follow through with the recommended tasks to take and get a fresh view of your business. Use the lines and white areas to fill out as you go along.

Week One

Monday

Morning

Complete Evaluation of Your Business



Where are you now?

Where do you want to be a year from now?

What you want to be known for?

Review your goals.

Choose a Title you can brand yourself with. Brainstorm below.

Create a vision board, with photos and graphics to represent

How you want to look?

Where you want to live?

Who you want to help?

What you want to be doing?

Evening

Complete any morning tasks you have not completed today.

Tuesday

Morning

Online Presence Review

Take notes on where it can be better

- Tighten up
- Tweak
- Redo
- Brand



Determine your outsourcing budget.

Contact outsource contractors or staff and assign tasks based on the above, including:

- New theme for website
- New logo
- Update profile image
- Other: _____

Set deadline dates. (Consult with your contractors to get a feel for how long things should be completed).

Update everything you can easily update yourself. Make your list below and check off tasks as you complete them.

Evening

Complete any morning tasks you have not completed today.

Wednesday

Morning

- Update your “about” page on your website.
- Update your summaries and profiles across all social platforms
- Contact past and current clients and ask for new testimonials. Be sure to make a list and track the response for follow up.



Evening

Complete any morning tasks you have not completed today.

Thursday

Morning

Determine your budget for live events this upcoming year.

Locate events where your niche mates will be gathering or speaking. Book yourself to attend.

- **Begin talking about the event** and comment on influencers’ posts when they also do that.

- **Create a file or spreadsheet** regarding the details of the event as to-dos.
- **Create your agenda** and add the event to your calendar.

Determine who you would like to speak at the event and make note on ideas on what to say/offer. Use the white space below to capture your brainstorming ideas.

Evening

Complete any morning tasks you have not completed today.

Friday

Morning

Review your Week.

- Note who you need to follow up with.
- Actions needed to be completed.
- Tasks must be completed.

Do anything left undone to be completed today. Cross off your tasks.

Evening

Complete any morning tasks you have not completed today.

Week Two

Monday

Review previous week and make adjustments, as needed.

New List for this week:

- Tasks that need to be completed
- Who you will assign those tasks to

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- People to contact
- People to follow up with
- People to thank

Determine the new profile-raising strategic move you will deploy:

- Brand your YouTube Channel
- Create a video series
- Guest for podcast
- Speaking Events
- Other - list here:

Write actions that you need to do and any supplies you need to invest in to implement the new profile-raising tasks.

Research and purchase (include subscriptions you may need).

Build your Outsource team.



Evening

Complete any morning tasks you have not completed today.

Tuesday

Morning

NO EXCUSES! Action required to complete what you planned choose at least one of the following :)

- Learn video equipment or software – or, hire someone to take this off of your plate completely.
- Make your video
- Podcast software: learn it!
- Write your first podcast – YAY!

- Make it
- Write at least 5 blog posts
- Write a collection of tweets or social posts

All of these action results should relate to your main mission and/or next promo campaign. They MUST help the people in your target audience.

Evening

Complete any morning tasks you have not completed today.

Wednesday

Morning



Begin networking!

Review your plan for online and live. Execute it!

Reach out to at least 1 guest interview of someone, or you be someone's guest.

Evening

Complete any morning tasks you have not completed today.

Thursday

Morning

If you do not already have one...

- Create a media page on your site
- Create a media kit (or hire someone create one for you)

- Archive old newsletters, media appearances and milestones there
- Provide relevant, newsworthy graphics and/or up-to-date profile photos
- Provide a short bio sheet with contact information
- Provide press releases that can be used
- Create a Guest Speaker page, if you are open to speaking at events or within online or radio interviews

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Friday

Morning

Time to outline your “signature” book, which serves the purpose of how well you know your specialty and help your ideal readership.

- Begin writing it.
- Commit yourself to specific number of words a day
- Set a deadline you want to be finished by
- Hold yourself accountable

Research and join a Kindle Challenge or writing group

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Week Three

Monday

Morning

Review the previous week.

Create a list of:

- Tasks that need to be completed
- Who you will assign those tasks to?
- People to contact
- People to follow up with
- People to thank



Work on your book

Complete or perform any tasks that need to be done today

Review your communication protocols. Make sure your entire team understands them and is on board. Make any changes you need to make.

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Tuesday

Morning

Write and schedule blog posts for the week.

- Proof!
- Commit to engage in one guest appearance or event per week—and begin to take action to make this happen.

Ideas:

- Ask to be interviewed
- Create a video or podcast and promote it
- Sync your video or podcast with a blog post
- Share with your social media and in groups/forums

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Wednesday

Morning

Create a Facebook page for:

- Yourself
- Your book
- Your videos
- Other_____

Brainstorm and create a closed Facebook Group. This can be an added-value bonus for existing and past clients or for a membership club if you have one—or for networking peers or people interested in a topic.

- Sound people out, first, and invite key members individually.
- Create your policies and post them as a sticky post.
- Solicit key clients, followers or peers to help you get the conversation rolling.
- Commit to visit and monitor your group daily. Remember it is Social, so interact!



DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Thursday

Morning

Brainstorm some more and create a contest for your audience: do not forget your affiliates! Have fun with this!

Create another interesting event such as a Mastermind Retreat, VIP Day or consider do a local workshop.

Work on your book.

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Friday

Morning

Tie up any loose ends from your week.

Check in with contractors.

Be sure to have some significant and visible form of new content going out daily.

Examples:

- Blog posts
- Instagram contests
- Interviews
- Webinars
- Podcast
- Video

Work on your book!

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

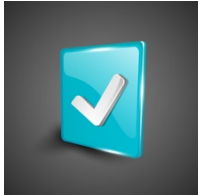
Complete any morning tasks you have not completed today

Week 4

Monday

Morning

Review last week and create a list of what you need.



Your tasks and your team's tasks that are not finished.

Who needs to have tasks re-assigned in order to stay on track?

People you need to contact and follow up.

People to thank!

Work on your book!

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Tuesday

Continue posting on social platforms - daily!

Continue following key niche influencers. Check their feeds daily.

Review your packages and products.

Consider creating new things based on your event presentation. Begin looking at potential JV opportunities.

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Wednesday

Morning

Determine how to approach the potential JVs from your list yesterday.

Write out:

- Why this will benefit them and your audience.
- How it benefits you.

Determine the best method for each outreach

- Telephone
- Skype
- Email
- and yes, snail mail
 - Imagine how much you will stick out from everyone else's approach.

Contact:

- Write your pitch and PRACTICE!
- Focus on the value you bring to them.
- Let them know you have all marketing materials prepared to make it very easy on their side to share with their audience.
- At this point you can ask them if they prefer to be interviewed or be your co-host on a webinar.
- At least 8 weeks prior to your launch of your event, send out your pitch.
-

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

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Evening

Complete any morning tasks you have not completed today.

Thursday

Morning

Consider how you can help your best networking contacts, including:

- Successful clients (past or current)
- Members from groups or forums
- People you already have a business relationship with

Reach out to them with your offer/event details.

Finish writing your book.....it needs to be done in time for proofreading.

DAILY FROM NOW ON:

Create, monitor and respond to social media posts

Evening

Complete any morning tasks you have not completed today.

Friday

Morning

- Review the past month.
- How have things changed?
- Has traffic increased to your blog?
- Facebook page?
- New clients?
- Review what is working very well.

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- What needs to be tweaked a bit.
- Make corrections to any area that has not improved
- Look at your statistics.
- Tweak tracking
- Decide on a system and stick with it

Plan for next month.

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