10 STEPS FOR BETTER CREDIBILITY

CALENDAR

NAMS
Novice to Advanced Marketing System

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Copy and Paste the Tasks in Your Calendar

Week 1

Monday

Review Your Website and Identify These Points

- ☐ The focus is on your ideal client/customer
- ☐ Your Mission Statement is up to date
- ☐ Single, strong focus
- ☐ Think about how you can help your ideal client/customer
- ☐ Do you understand their most pressing need?
- ☐ Clearly express who you are
- ☐ Your core and company values

Clarify Any Areas that Need Attention and Write Out

- ☐ Your mission
- ☐ What you can offer
- ☐ Your core, company values
- ☐ How you can help
- ☐ What one strong message do you want to convey to your ideal audience

Take time to do this process until you can instantly answer the question, "I want to be known for _____" with a single, strong answer.

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Tuesday

Review the credentials you display on your website.

This includes:

Literal, tangible credentials such as:

Degrees

Certificates

Licenses

Professional organization proof of membership

Intangible credentials

Praise from clients, customers, and others

Demonstrations (videos, how-to videos, presentations

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Of the content currently on your website, what is essential by law or in the eyes of your customers, industry, and people in your niche.

Delete what needs to be deleted. This includes inflated (unnecessary) credentials or content that takes your ideal visitor's focus away from how you can help.

Make a list of items you need to add (e.g. citations, official icons, plugins)

Wednesday

Review your notes from the day before.

Install any apps, scripts, or plugins you need to install. Allow time to configure them, if needed.

Add content or data to your new apps, scripts, or plugins.

Determine if you are going to make changes to your online routines and strategies, such as outsourcing.

Research and schedule interviews, checking references and confirm they have the skills you need.

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Thursday

Schedule or take time to learn how to use and optimize any new software or systems.

Look at your current email marketing series. Brainstorm new ones, based on your new credibility-building plan.

Consider creating a regular, high-value Newsletter as a sign-up incentive and credibility-building resource. Will it be paid or free?

Decide if you will outsource its content creation or do it yourself.

Friday

Run monitoring searches with your newly installed or signed-up-for apps, plugins, and accounts

What are people really saying about you?

About your competitors?

About their needs and complaints?

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Make notes!

Based on this new data, is your mission and signature plan outdated? Has it run its natural life cycle?

Brainstorm how you can update it to:

- ☐ Attract new clients
- ☐ Re-engage and delight old clients
- ☐ Increase your visibility
- ☐ Strengthen your reputation

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Week 2

Monday

Plan new campaigns to further strengthen your web visibility and online reputation.

Plan offline events to strengthen your “real world” visibility and contact with local peers or niche members.

Decide on outsourcing.

Decide on your budget.

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Tuesday

Go over your web content again.

Are you telling your unique but highly relevant story?

Will your readers empathize with it?

Are you empathizing with your ideal visitor?

How could you tell your story better?

Tweak your content again. (Remember to keep it natural and real!)

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Wednesday

Plan a video series to strengthen your brand and position.

What will most help your ideal audience?

What are they asking for?

What one skill or knowledge set can you share that will be most valuable?

If you absolutely don't want to appear on camera, decide how you will make up for that with some branded "signature" element (e.g., a trademark cartoon figure)

Set up a schedule for your video creation and release.

Check your video creation equipment.

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Thursday

Make a list of new items you need to purchase for your video.

Decide on how you will incorporate your branding or colors in your video location. (A backdrop? A venue? Your logo in the background?)

Decide what you will wear.

Create a sixty-second video as a test.

Make a note of technical insufficiencies that take away from your message.

Brainstorm what you can do to overcome these individual insufficiencies. (e.g., read up on lighting; wear a different shade of dress; remove a distracting object from your immediate background, etc.)

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Friday

Review your week. Complete anything that needs completing. Contact outsourcers who have responded, so you will be fresh on their minds Monday morning.

- ☐ Purchase new video equipment (optional).
- ☐ Install and test new equipment
- ☐ Decide on social media strategy for strengthening your credibility
- ☐ Decide on pacing and regularity of interaction.
- ☐ Set up your video background and lighting. Make sure the phone is turned off and all sources of noise minimized or removed.

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Week 3

Monday

Contact or follow up on anyone you need to contact for outsourcing.

Create your first video (or the whole series - if you keep it focused and simple this should be possible!).

Brand your YouTube channel with an updated profile photo or logo, colors, and graphics.

Customize and test its settings.

Create a “welcome” video for your channel that will play automatically when people access it. (optional)

Tuesday

Review all your calls-to-action.

Tweak these as needed (or create new ones if you see missed opportunities that currently exist in your content or site).

Ask your subscribers, customers, or fans to help you share your video series.

Start your streamlined social media interaction.

Monitor feedback.

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Wednesday

Research and join any professional organizations you need to join. Schedule in their meetings or classes/courses.

Run analyses and read reports from your new web and social media monitoring routines.

Make notes of actions to take.

Respond to questions, complaints, comments.

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Thursday

Create new, focused “signature” incentive to boost your expert authority status - and help your clients or customers.

Increase your social presence. Be helpful and proactive in visiting client or influencer pages.

Contact affiliates. Let them know you will have exciting developments to report soon.

Work on designing new affiliate contests or other incentives to strengthen your importance to your affiliates.

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Friday

Review your week. Complete anything that needs completing. Contact outsourcers who have responded, so you will be fresh on their minds Monday morning.

Work on new landing pages.

Work on a series of posts or podcast episodes to strengthen your brand. Brainstorm topics.

Create social posts that position you well for what you want to be known for.

Proof any content, landing pages or other material that needs to be proofed (or assign it to an assistant).

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Week 4

Monday

Schedule and pre-schedule your social media + blog posts.

Sign up for official authority blogs, RSS feeds and trade publications.

Create a QR code for your main incentive or sign up.

Create a hashtag. Register it with hashtags.org.

Tuesday

Create a Facebook Page for your brand if you don't already have one. Share and promote your page (advertise) as prompted.

Let your affiliates know about your new Facebook Page. Ask them to share it.

Make sure you create profiles on all major social networks. This drives negative rankings further back in search results, where they are less likely to be viewed.

Wednesday

Create a FAQ section for your website if you don't already have one. Remember to focus on what your ideal visitor wants to ask or find out - not on what you want to tell them!

Contact existing or past clients, peers, or customers. Ask if you can use excerpts of material, they have sent you in your new "Success Stories" section, which serves as testimonials as well as case studies. For example: letters, comments on your Facebook Pages, letters of reference, etc.

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Thursday

Make sure you redo any offline content that doesn't yet feature:

- ☐ Your new web or social links
- ☐ An appropriate call to action
- ☐ A request for feedback or sharing (e.g., "Your best thank you is a recommendation. Please refer me to your family and friends.")

Make sure - again - that every part of your online (and offline) presence is all about your client.

Friday

Review your week. Complete anything that needs completing.

Contact outsourcers who have responded, so you will be fresh on their minds Monday morning.

Work on end of month bookkeeping.

Schedule blog posts, podcast interviews, and video recording on your editorial calendar.

Create social posts that position you well for what you want to be known for.

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