



PLUG YOUR PROFIT LEAKS

CALENDAR

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Calendar

Week 1: Set Up Your Systems

Monday

MORNING

- Review your visibility level
- Determine what is needed to increase it and implement these items
- Create a new daily schedule that includes the above items & include:
 - Consistent blog posts
 - Consistent social interaction
 - Seek out ____ interviews per month on

 - (your topic)
- Determine how much time you can devote to increase visibility activities:
 - Per day: _____ min/hrs
 - Per week _____ min/hrs
 - Per month _____ min/hrs
- Determine what you do not have time for and what needs to be outsourced or automated

AFTERNOON

- Create a pitch for people who may be interested to interview you to include:
 - The topic you can discuss
 - How it is relevant to their audience
 - Benefits to your potential JV partner
 - What you are promoting
 - Whether or not that product is free or paid
- Decide on a free or paid product to give the people listening to the interview
- The product should clearly attract the right customer or client—and not interest the wrong ones
- Have a single focus, purpose and theme
- Create it or set up an existing product that meets this criteria

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Tuesday

MORNING

- Evaluate your systems to determine which one's "leak"
- Unsubscribe from systems or recurring programs that do not improve or are not in alignment to your goals and business plan
- Select your Autoresponder. Determine who will handle its maintenance and set-up:
 - If you are doing it yourself, view the tutorials and relevant sections.
 - Note any important info
 - Add these to your Master Business Manual (MBM)

AFTERNOON

- Review your website
- Remove content that attracts the wrong audience
- Tweak existing content to attract the right audience
- Note:
 - New pages or sections to be created
 - The right time to schedule this task

Wednesday

MORNING

- Research fully-integrated client management and scheduling systems OR shopping cart
- Analyze features and conditions with each to avoid hidden fees or costs
- Sign up for the one that:
 - Fits your budget and current needs
 - Will grow into your future needs
 - Client friendly

AFTERNOON

- Develop and customize your client management and scheduling system or shopping cart
- Review tutorials and videos. Note the benefits of you/contractors in your MBM
- Set up pre-payment options and sync these with:
 - PayPal
 - Your merchant account or shopping cart, if you need/have one

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Thursday

MORNING

- Brainstorm your sign-up incentive
- For a strategy session, tweak & refine it. It needs a specific goal:
 - For you
 - For your client
- Create or revise your sign-up web contact form. (Determine if it is in the perfect location.)
- Review your website and landing page. Confirm your content does everything possible to:
 - Attract the perfect client
 - Disqualify the wrong client
 - Inform visitors what they need to know
 - Eliminate distractions

AFTERNOON

- Create outline of product, if creating one as a sign-up incentive
- Contact your preferred outsource contractor, if you have decided to outsource it: Spend the afternoon creating it yourself.
- KEEP IT SIMPLE and FOCUSED.

Friday

MORNING

- Create resources or assemble material (outlines, specs, etc.) for outsource contractors

AFTERNOON

- Determine how you will handle customer support. Research your options and solutions
- Put customer support system in place
- Review tutorials or contact whoever will handle it with details

Week 2: Content Creation

Monday

MORNING

- Learn the correct way to outsource, if you need to. (Spend the morning viewing resources)
- Determine your project management system, if using more than one contractor.
- Create it, if necessary and add contractors you have hired
- Confirm your contractors know how to access your project management system
- If you have more than one contractor, assign or hire a project manager, if needed

AFTERNOON

Do the task most relevant to your situation:

- Work on the paid or free product you plan to promote along with your interviews
- Work on your sign-up incentive
- Meet with your outsource contractor(s);
 - Plan
 - Create deadlines & responsibilities
 - Delivery, contact protocols and systems
 - Input information for delivery and contact protocols into MBM
 - Ensure all contractors receive a copy

Tuesday

MORNING

- Write or outsource your first “sign-up”-driven email series. Have:
 - A single, clear goal for what you intend series to achieve
 - A product, upsell, extra or OTO to include, during/at the end of the series

AFTERNOON

- Work on content creation

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- Look for every relevant and timely opportunity to add

Wednesday

MORNING

- Review last week's activities or systems (look for missed opportunities or potential leaks)
- Schedule guest spots on (at least one per month) on:
 - Podcasts
 - Webinars
- Write scripts or outlines for interviews, podcasts or webinars
- If you are a guest, check on your:
 - Responsibilities
 - Opportunities for promotion
 - Get the latter confirmed in writing

AFTERNOON

- Review emails from potential JV partners and outsource contractors
- Interview any contractors you have not yet hired. Take notes.
- Check references

Thursday

MORNING

- Prepare and schedule the launch sequence for new products or incentives
- Create your schedule, review it, look for opportunities for additional monetization

AFTERNOON

- Review your existing content and products
- Determine how you can stop content creation money leaks by re-purposing existing content into free or paid resources or products
- Determine the best ways to re-purpose this material:
 - Affiliate handout or resource
 - Blog post

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- Free report
- Mini email course
- Bonus to an existing or currently in-creation product
- Tips sheets
- Daily tweets
- Schedule or start your re-purposing

Friday

MORNING

- Tweak your new routine
- Perform any tasks still incomplete or reassign them
- Brainstorm upcoming blog posts for the remainder of the month and determine the number you will write

AFTERNOON

- Write or outsource blog posts
- Download the Editorial Calendar plugin via your WordPress dashboard and schedule/pre-schedule posts

Week 3: Acceleration

Monday-Friday

MORNING

- Check-in with all contractors
- Update website with changes
- Work on content creation
- Engage in social media interaction, interviews, promotional events
- Write and upload blog posts
- Track results

AFTERNOON

- Schedule and hold strategy sessions, if you've decided to do this as an incentive
- Your pitch (call-to-action) should feel natural and logical
- Provide an exit strategy (paid alternative or free, first-tier membership site to keep exiting clients in touch)

Week 4: Looking Back to Move Forward

Monday

MORNING

- Review activity/feedback from:
 - Social Media
 - Membership sites you belong to or run
 - Contractors
 - Past or current customers or clients
 - Questions you receive via social feeds, blog comments or emails
- Determine if you are missing opportunities to stop leaks and avoid unsubscribes - create resources or FAQs that will save you time answering individual queries
- Create FAQ sheets or sections:
 - For affiliates
 - For customers
 - For potential clients

AFTERNOON

- Continue doing strategy session calls, as needed
- Work on your next paid product or continue with interviews

Tuesday

MORNING

- Follow up to confirm actions have successfully completed
- Review current affiliate system, if you have one. Confirm all resources are up-to-date and plan incentives and rewards for promoting your upcoming offers

AFTERNOON

- Take strategy session calls
- Work on setting up or tweaking your affiliate system

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- Begin to plan for outsource and affiliate system, if you don't yet have one.
- Determine:
 - Who will manage it/how it will be managed
 - What resources to create
 - What incentives to create
 - What rewards or bonuses you will give
 - How to promote it

Wednesday-Thursday

MORNING

- Social interaction and networking
- Interviews or business development
- Launch sequence for new product(s) or campaign
- Track and test
- Re-testing of all systems and links

AFTERNOON

- Product or content creation completion
- Strategy sessions
- Contractor meetings

Friday

MORNING

- Plan high end products for new customers or clients
- Put in motion

AFTERNOON

- Follow-up emails, content and interaction
- Review goals. Plan for next month!

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