



PLUG YOUR
PROFIT LEAKS
CALENDAR

Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.

A PERSONAL INVITATION!

And a special 14 day \$1 trial to the best business training resource library available



1 Magnetize
Every business person must have the ability to persist until they prosper by training the right mindset...

2 Monetize
Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3 Methodize
After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS.ws/14trial



WHAT DO INSIDERS GET?

- Weekly MASTERMIND Call - What's working
- 30-Day Challenges - 12 months essential topics
- Insiders Facebook Group - active peer community
- PLR Articles - articles, report and ecourse each month
- Audio & Graphics Gallery
- Micro Workshops - nearly 2 dozen training sessions
- Tutorial Library - Tech tool & process tutorials
- Custom Tutorials - 18 essential tools tutorials
- Custom Marketing Suite Software including site builder, video management, tracking, quiz engine
- And much more...



Table of Contents

Calendar 4

 Identify Your System Leaks to Find Opportunities for Profit 4

 Week 1: Set Up Your Systems 4

 Monday 4

 Tuesday 5

 Wednesday 5

 Thursday 6

 Friday 6

 Week 2: Content Creation 7

 Monday 7

 Tuesday 7

 Wednesday 8

 Thursday 8

 Friday 9

 Week 3: Acceleration.....10

 Monday-Friday10

 Week 4: Looking Back to Move Forward11

 Monday11

 Tuesday11

 Wednesday-Thursday12

 Friday12

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

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

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

PLUG YOUR PROFIT LEAKS

- 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

PLUG YOUR PROFIT LEAKS

- 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

PLUG YOUR PROFIT LEAKS

- 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!

FREE REPORT

MAKE BIG MONEY CREATING SIMPLE ONLINE COURSE WITHOUT ANY EXPERIENCE!

Download Our FREE Report
Now And Discover:

- 1 Secrets to making big money creating your own simple online courses!
- 2 How to make killer online courses, even if you aren't an expert in anything!
- 3 How to create video courses without a lot of technical knowledge!
- 4 How to choose the right topic and price your course for the most possible profit!

And much more - all within this special
FREE report!



Download now

Get YOUR FREE Copy here:

NAMS.ws/DCP01

