



SCALE YOUR BUSINESS

CALENDAR

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Week1

Monday

Research and set up a Password Protection Manager. Print or write you Master Password in a private place.

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Tuesday

Look at your workbook list of systems and processes you need to create.
Use this list as a guide to capture everything.

<ul style="list-style-type: none">○ Master Business Manual○ Formal Business Plan○ Mission Statement○ Your Branding Information○ Bookkeeping	<ul style="list-style-type: none">○ Style Guides for Content and Graphics○ Guide Sheets and Specs○ File list for Important Files○ Emergency Plan
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If you don't have a business plan, create an outline to create one.

Wednesday

Write and refine your mission statement.

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List what processes you need documented for your Master Business Manual.

Thursday

If you don't have a Master Business Manual (MBM), you should create one.

Determine how your processes will be documented. Create or purchase templates for each system for consistency.

You don't have to document them all yourself. You should ask your VA to do it, or if you have a team, each contractor document their processes for your MBM.

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To ensure that every step is documented, pass the documented processes to another team member to review for accuracy. Ideally, a person not familiar with a particular task should be able to execute it by using the documentation to complete successfully.

Assemble your MBM. Print out a copy and distribute it in digital format to your team.

Friday

Review your progress this week. Complete any open tasks or place time on the schedule next week to finish them.

A large, empty rectangular box with a thin black border, intended for users to schedule tasks or track progress for the Friday of the current week.

If you need to rollover unfinished tasks, do you need to add more time than you anticipated to complete them? Schedule enough time on next week's calendar to make sure they get done.

Week 2

Monday

Decide on the workflow for your business – will you use flowcharts?

Options:

- Create flowchart templates yourself
- Visual flowcharts
- Purchase templates
- Collaborate with a SaaS
- Text-based flowcharts

Create important flowcharts and share with relevant contractors/team members.

Or you can do short demo videos.

Tuesday

Review the list in your workbook covering the tools and systems you have.

Determine the systems you need to get rid of, merge or replace existing systems.

Old Systems to remove:

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Merge or replace these systems:

Determine who will access these systems. You, your VA or a contractor.

Sign up for one new system per day. Read the documentation as you go through the tutorials.

Remember to download the official manual for each system.

Wednesday

Install or purchase your editorial calendar.

Plan your content for the month.

Blog post ideas:

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Social Media:

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Other content:

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Determine who will create the content.

Purchase quality PLR, templates and forms to help with developing content.

Thursday

Decide what you need to do about outsourcing and make arrangements for this. Ask your colleagues for recommendations.

Make appointments and interview contractors.

How will you manage contractors?

Friday

Review your week. Complete tasks or schedule them into next week's schedule.

Why didn't you complete all of the tasks? Make appropriate adjustments.

Plan for next week.

Look at outsourcing and financial calculations in your workbook.

Cancel any subscriptions you are not using and allocate those funds toward outsourcing or other business needs.

Week 3

Monday

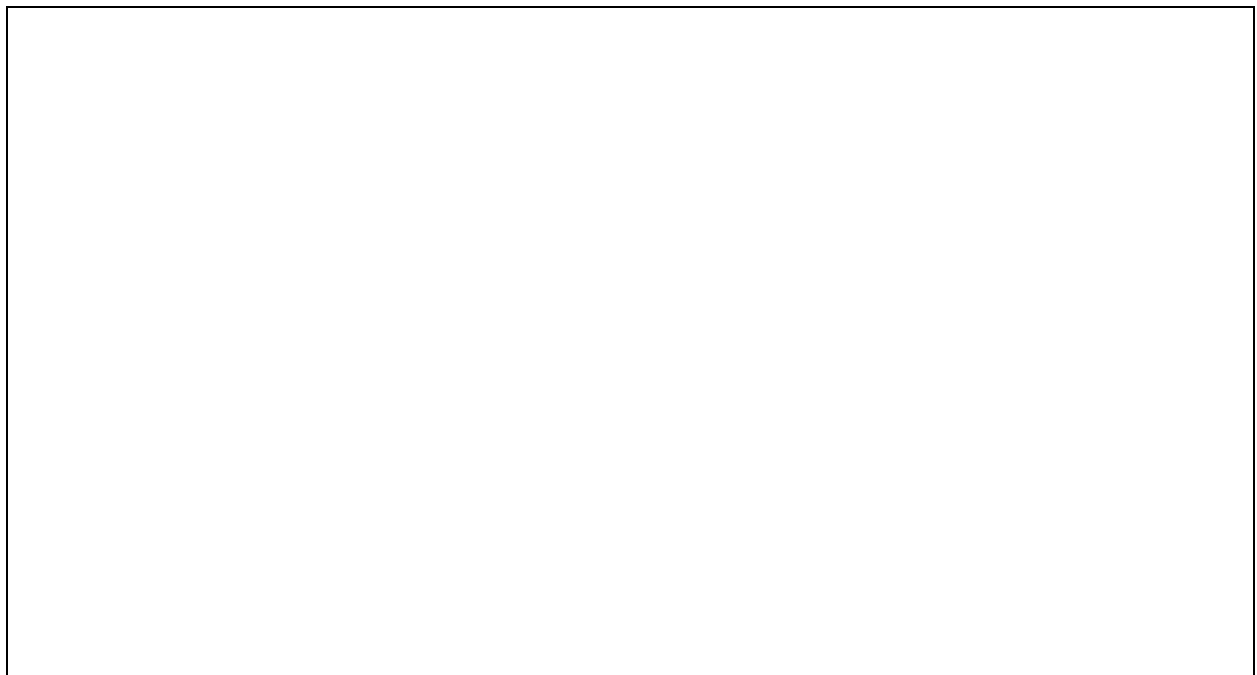
Reassess your lifestyle. Grab your workbook and look at the decisions and observations you made about freeing up your time and self-care.

Put in place on your calendar new activity related to health, leisure and other personal goals that you have always wanted to do but have never made the time to in the past.

Tuesday

Prioritize upscaling your business presence.

Review your workbook exercises on determining where you would ideally like to fit in your market. Outline the steps to get there.



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Arrange for your website to be updated. Find a qualified web builder.
Research and ask colleagues for recommendations.

Narrow down the list and set up interviews.

Do you need to do rebranding? This is the time to do it.

Hire a professional that can handle it for you. Research and ask colleagues
for recommendations.

Wednesday

Referencing your workbook, review your offers and products.

What do you currently have that can be freshened up and relaunched?

Do you plan to outsource product creation or packages based on your decisions resulting from your workbook exercises?

Decide if you will outsource product creation or rebranding of your existing offers or plan to do them yourself.

Block time off on your calendar to handle this project.

If needed, research and ask colleagues for recommendations.

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Plan your launches and your marketing assets.

Launch timeline (add this to your calendar now).

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Marketing Assets Needed

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Who will handle creating your marketing assets?

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Thursday

Work on completing the upgrades to your website, social platforms and products you want to re-launch or re-purpose.

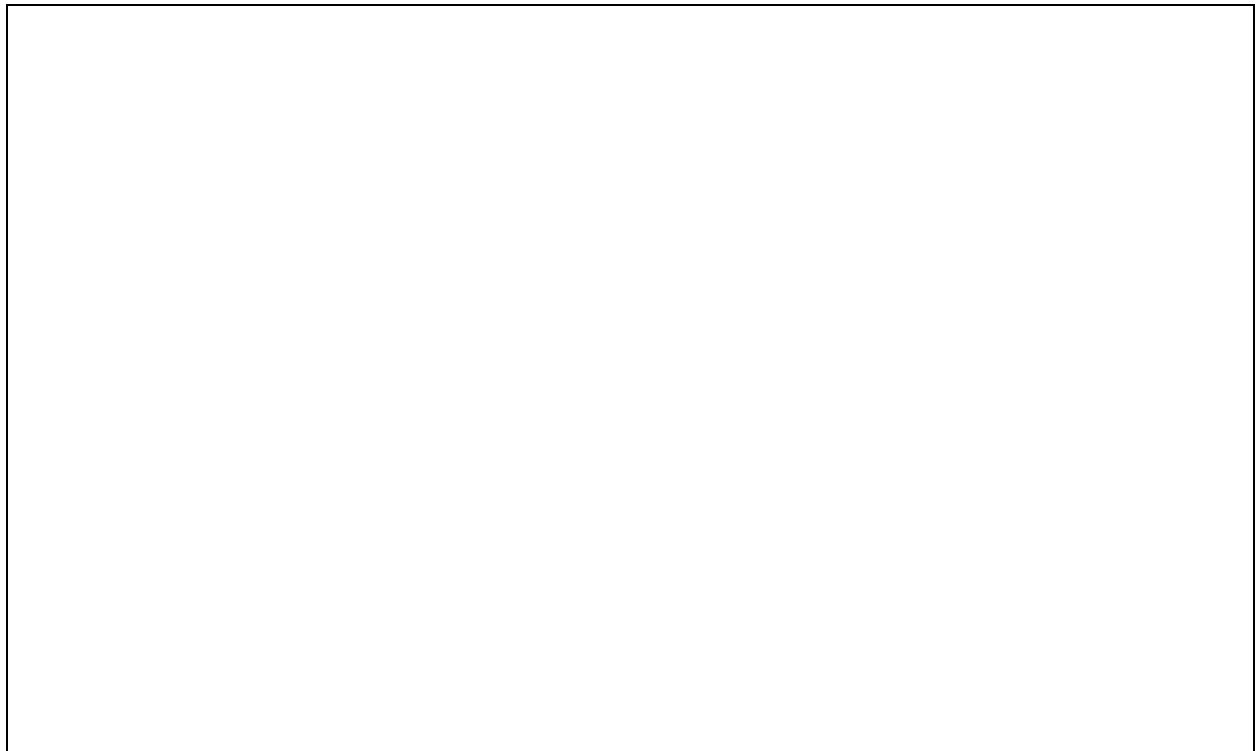
Friday

Review your week.

Complete any unfinished tasks or schedule them for next week. Ask yourself why you did not complete them.

Do you need to allow more time?

Update your calendar, if needed, for any time needed to keep moving forward.



Week 4

Monday

Continue to plan your new online presence. Tighten brand elements by looking over everything, such as your profile image.

Plan your content strategy for the year, based on how you see your new position in the market.

Tuesday

Research hardware and equipment you need prior to purchasing. Some areas to consider are new video camera lighting, lighting umbrella, headset, etc.

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How will you appear interactively?

- Re-launch webinar
- Video modules for a new course or membership site
- Livestreams on Facebook

Plan and create your upcoming live presentation below:



Wednesday

Review your advertising strategy ideas in your Workbook. Do you have more ideas?

Research demographic details from your ideal market. Niche it down.

Review the survey results from your followers. How will you them?

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Research your competitors. List your competitors and note what you want to incorporate in your marketing strategy.

Review past comments in the groups you belong to. List the groups and comments below.

TIP: Most groups are searchable – use topic keywords to locate them faster.

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Who is your ideal client and target audience?

Thursday

Review your insights and document data from:

Social Networks

Your Website

Google Analytics

Other Tracking Sources

Set up your Facebook tracking Pixel.

Friday

Review your month and complete open tasks.

Create your FB ad campaign, if you're ready.

Continue setting up your new upscaled launch funnel.

Celebrate by doing a Facebook Livestream.

Congratulations!!