



**FAST
TRACK**

YOUR

SUBSCRIBER LIST

CALENDAR

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Week One

Monday

Review your workbook and complete any tasks not completed.

Research autoresponder platforms to consider if you do not have one already. If you currently use an autoresponder and you are not satisfied with it, research to find one that meets all of your needs.

Tuesday

Brainstorm ideas for your opt-in incentive.

Wednesday

Select one of your brainstorm ideas and answer the following questions:

- Is it valuable to your ideal customer?
- Is it easy for you to create?
- Is it short and simple?
- Does it focus on a pain point?
- Is it evergreen content?

Do you want to create different incentives for each social media platform you use?

Determine if you or your VA will create the incentive and schedule a deadline for completion.

Thursday

Do you need to hire a VA or graphic designer?

- Ask colleagues for referrals
- Contact referrals to ask availability and pricing
- Set up interviews with qualified candidates

Friday

Create a landing page for your incentive. Draft it here:



Review your week.

Complete unfinished tasks.

Review and schedule next week's tasks.

Week Two

Monday

Schedule interviews for VAs and graphic designers.

Create the landing page for your opt-in incentive.

Plan your editorial content calendar for the type of messages you will send your new subscribers.

Think about affiliate offers as well as your offers you may present:

What type of content will they want or expect from you?

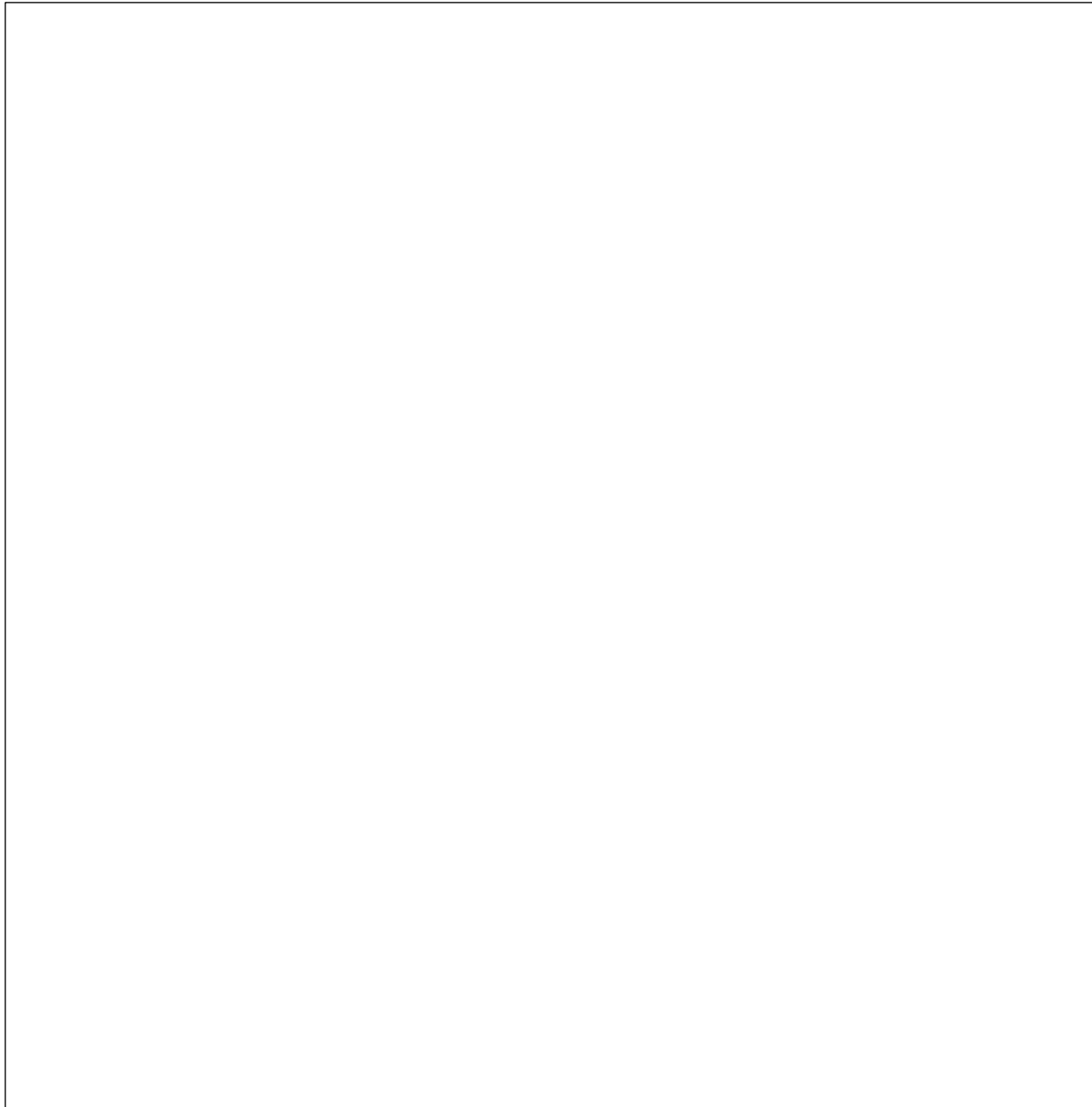
Tuesday

Use Google Analytics to determine your most popular blog posts.

Add calls to action with your opt-in link at the end of every post.

Use a bold graphic to draw attention to it.

Create a plan for publicizing your opt-in offer:



Wednesday

Brainstorm ideas for content upgrades:

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Research guest blogging opportunities:

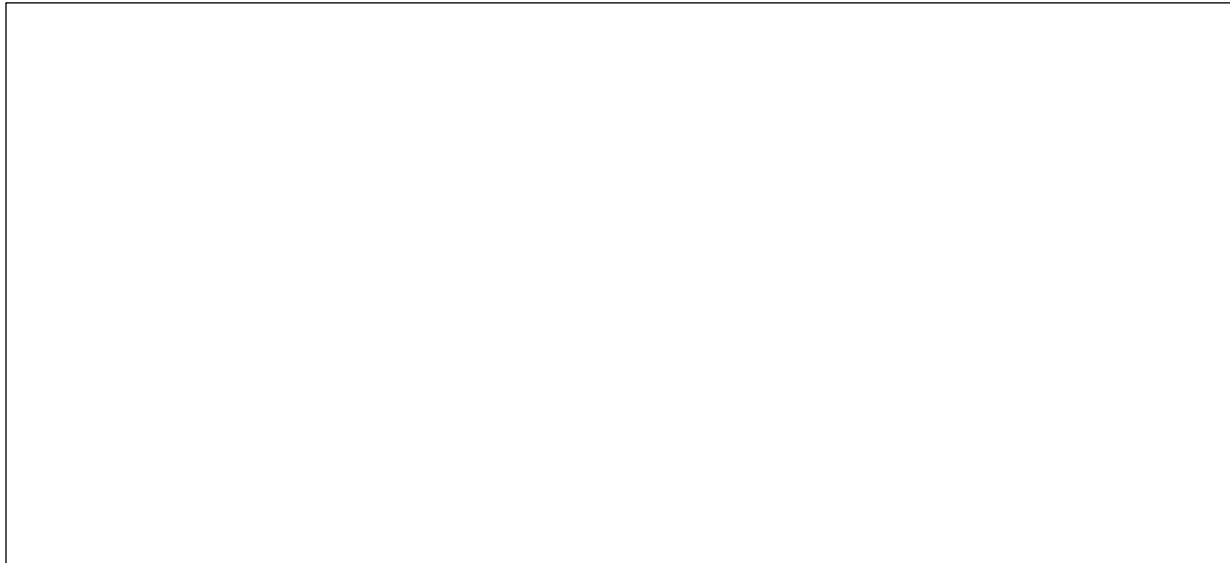


Brainstorm blog post titles.



Thursday

Research tools that automate your social media cross-promotion efforts.



Research tools that offer pop-up boxes for opt-ins.



Choose your social media scheduling platform and set up your account.



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If you decide to use a pop-up, choose the platform, and set up your account.

Watch training videos to learn how your new accounts function or outsource this to your VA.

Friday

Review your week:

What needs to be completed:

A large, empty rectangular box with a thin black border, intended for users to write down tasks or notes for the Friday of the subscriber list calendar.

If you cannot complete them today, put on next week's schedule.

Plan your next Facebook Live to promote your opt-in incentive.

Record your Live or consider batching multiple videos next week.

Week Three

Monday

Give your Facebook profile and business page a facelift.

- Optimize every aspect of your business page, using keywords and adding your opt-in URL.
- Create a new cover photo with a strong call to action.
- Fill in the photo description with a description of your opt-in offer plus your opt-in link.
- Create a customized email sign up on your Facebook page.

Analyze if running a Facebook contest is beneficial to your opt-in goals. If so, consider your choices of third-party apps for contests.

Set up your contest and start promoting.

Tuesday

Work with your social media scheduler and schedule Facebook posts that promote your most popular blog posts, which now have your opt-in call to action.

Give your Instagram account a facelift.

- New art cover that represents your branding
- New profile picture
- Opt-in link in bio

Outsource creating graphics for your new graphic designer.

Create a list of hashtags to use in your posts.

Plan how you can use stories.

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Wednesday

Give your YouTube Channel a facelift.

- Create a new cover photo with your branding
- Update your profile photo
- Optimize every space available with keywords and links to your website and opt-in offer, including your bio
- Sort your videos into playlists for your subscribers for easier searching

Thursday

Create an opening and closing slides for your YouTube videos.

- Include your opt-in link with a strong call to action.
- Include your branding elements.
- Learn how to add 'callouts' within your video so you can insert your opt-in link as you speak about it.

Friday

Review your week.

What still needs to be done – schedule for next week.

Determine why you have not been able to complete those tasks and consider outsourcing.

Week Four

Monday

Give your Pinterest account a facelift.

- Create a new cover photo with your branding
- Update your profile picture
- Optimize every space available with keywords and links to your website and opt-in offer, including your bio

Learn how to make all of your photos 'pinnable' via your Pinterest dashboard.

Tuesday

Use your content calendar to map out a workflow for creating graphics, blog posts, and social media posts.

Wednesday

Explore the idea of 'batching' your work to be more productive.

Write/schedule multiple social posts today.

Write multiple blog posts today.

Thursday

Look at next month and start ordering new graphics from your designer.

Write new emails to add to your autoresponder.

Explore affiliate programs that offer relevant products for your audience.

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Friday

Declutter and update your office, equipment, etc.

Review your week.

What still needs to be done – schedule for next week.

Determine why you have not been able to complete those tasks and consider outsourcing.

Unplug for the weekend!