

MESSAGE **to**

MARKET MATCH

CALENDAR



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Week 1

Monday

Using the questions you brainstormed in your workbook, determine which one you will begin with.

Add 3 – 5 answer options

Post the poll or survey and share it using your chosen method or platform.

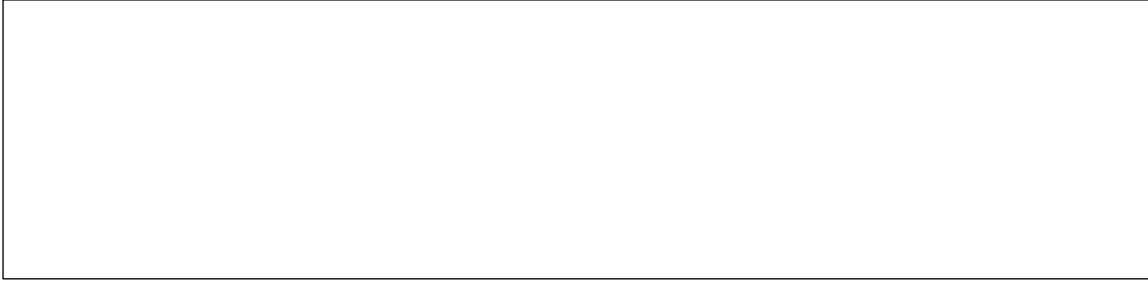
Check the poll 30 minutes later if you are running a Facebook Poll. These seem to get the quickest responses – especially if you post during the peak time your followers will be there.

Create a spreadsheet to record the results.

Tuesday

Create an email for your list, sharing the link to your poll or embed it into your email if it is created through Google Forms.

Refine your core message and mission statement.



Use the method you selected in your workbook to track your time consistently.

Wednesday

Revise and refine all existing titles, headlines, email subject lines using one of the tools mentioned in your workbook.

Create a poll for a group you trust and ask them to help you choose a title, headline or subject line.

Create a spreadsheet to track their responses. This will ensure you are on target when you create impactful titles by testing your own gut feeling about your target market.

Thursday

Make any branding changes you determined in your workbook exercises. If necessary, outsource this to a professional.

It includes:

- Site Colors
- Images
- Primary Call to Action
- Fonts
- Style

Remember to change these elements consistently across your social media platforms and auto-responder templates.

Friday

Review your progress this week. Review your deadlines. What do you need to carry over next week? Put these tasks below to keep them on your radar.

Week 2

Monday

Take the hashtags you researched in your Workbook. Determine which are specifically targeted to your mission, brand and theme. Put them below:

If you decide to do more polls or surveys, use create a hashtag for the poll and ask participants to share it using the hashtag.

Tuesday

Check your analytics and insights to review when your target audience is the most active and present on your selected social media platforms.

Create your posting plan to include:

- The time of day you need to be present, posting and responding
- Posts, polls and hashtags should be used for your theme or subthemes
- The length of time per day you are committing to being present on those platforms – engagement is important to build that connection between you and your audience

Wednesday

Tighten your content marketing plan for your themes and sub-themes.

List Post titles for each subtheme.

Refer to your list of keywords in your workbook and use them here.

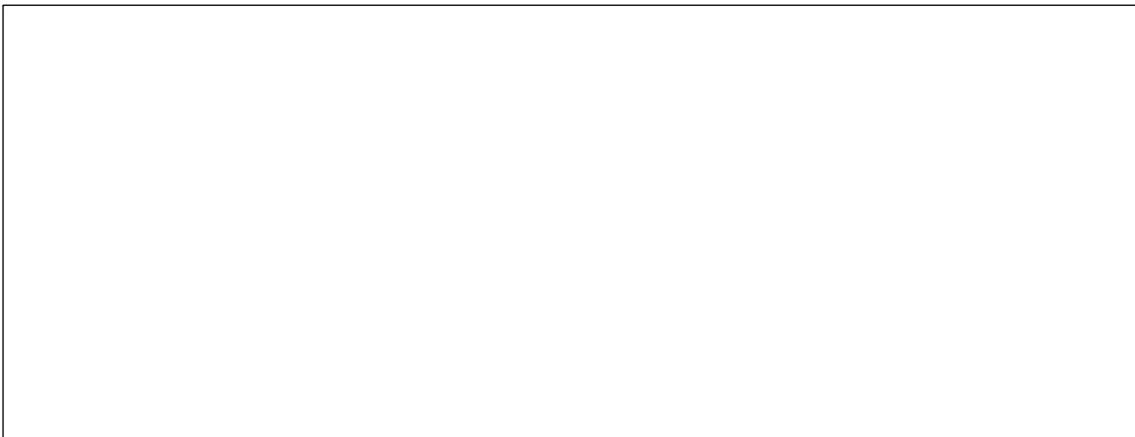
Poll your followers, subscribers and members to see which titles they are drawn to or interested in. Create a spreadsheet to document results.

Thursday

Create and set up your new blog categories.



Research your competitors. Refer to your workbook and find power words that work and finalize your own unique power words. These should trigger responses from your audience.



Friday

Review your progress and deadlines. Complete open tasks today or schedule a new deadline to complete next week.

Week 3

Monday

Create your Editorial Calendar. Get familiar with the features and training material.

List upcoming post titles.

Put the post titles in the calendar. If you are using a premium editorial calendar, add and connect social media post scheduling in description.

Tuesday

Determine how much content you will produce. List here:

What will you outsource:

Examine your notes in the workbook and determine how you want to outsource.

For example:

- Begin with one task to outsource
- Fiverr is an inexpensive place to start
- Begin with one assistant or contractor
- Hire from a place that provides reviews of their work

Wednesday

Review your time tracking results and identify key areas where doing a task yourself causes you to lose time or money.

Delete or eliminate all tasks that are obsolete or unnecessary.

Review the tasks that drain you, then repeat the process to delegate, dump or outsource for each task that is unproductive for you to execute.

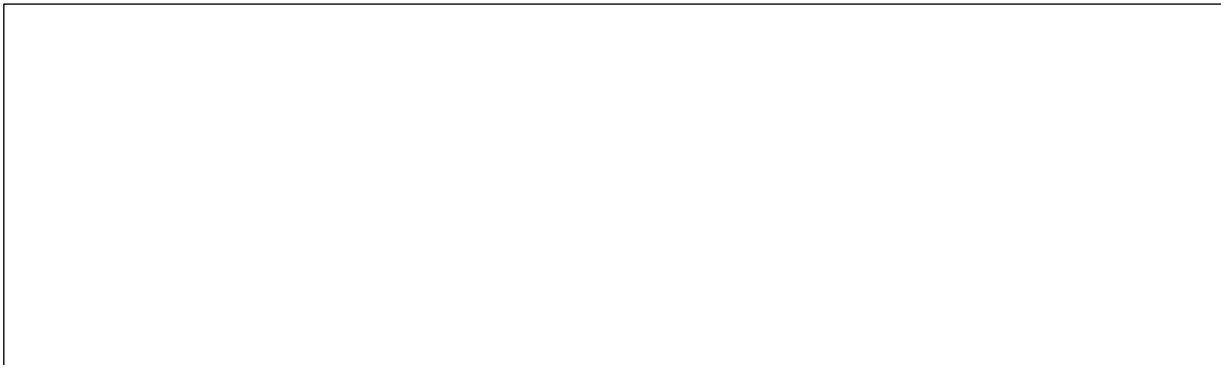
Decide where you can automate without creating extra work or a long learning curve for you.



For example, would it be a smart option to automate and integrate posts via a social media scheduler, but utilize an assistant that is familiar with the tool to manage them?

Thursday

For the tasks, projects and assignments you intend to outsource, create and post your ad in an outsourcing directory of your researched choice (check out Fiverr).



Friday

Review your week and note where you may have been bogged down with things that you need to add to your outsourcing plan:

Put unfinished tasks on the calendar for next week.

Week 4

Monday

Check for responses to your job ad; check the references of applicants that look like excellent candidates.

Schedule interviews.

Prepare the questions to ask candidates:

Tuesday

Review the content you have created and posted and analyze its performance.

Respond and acknowledge comments you have missed on social media. Remember that social media is a platform that thrives on engagement and you must participate in the threads. Do you need to schedule a larger time block on the calendar to make sure you are keeping up with the activity? Or, perhaps you need someone to respond on your behalf. Brainstorm it.

Wednesday

Interview outsource candidates.

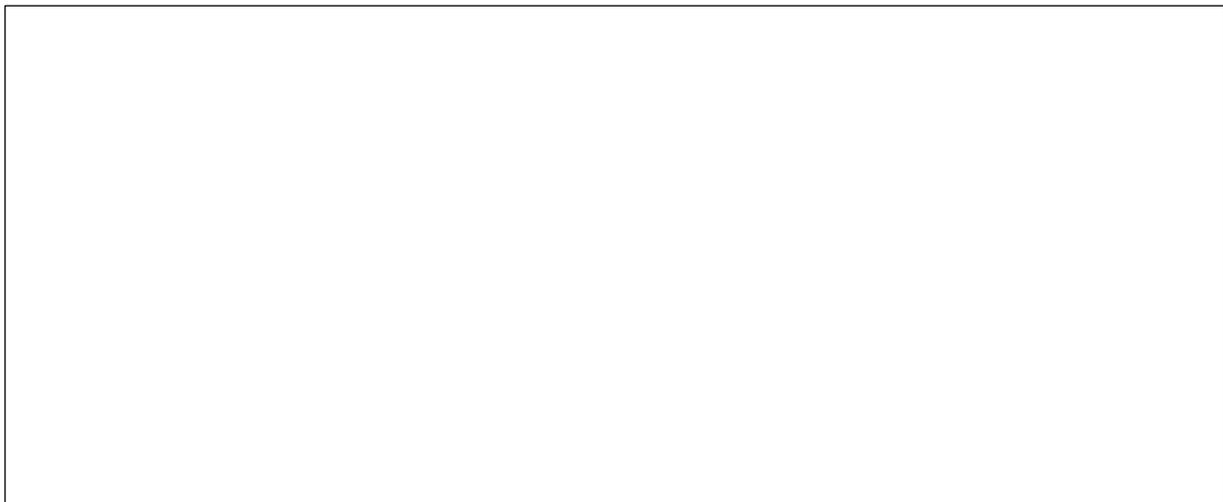
Determine if you need to run more ads for outsourcers.

Thursday

Continue interviews and tweak your ads as necessary to fine the best candidate.

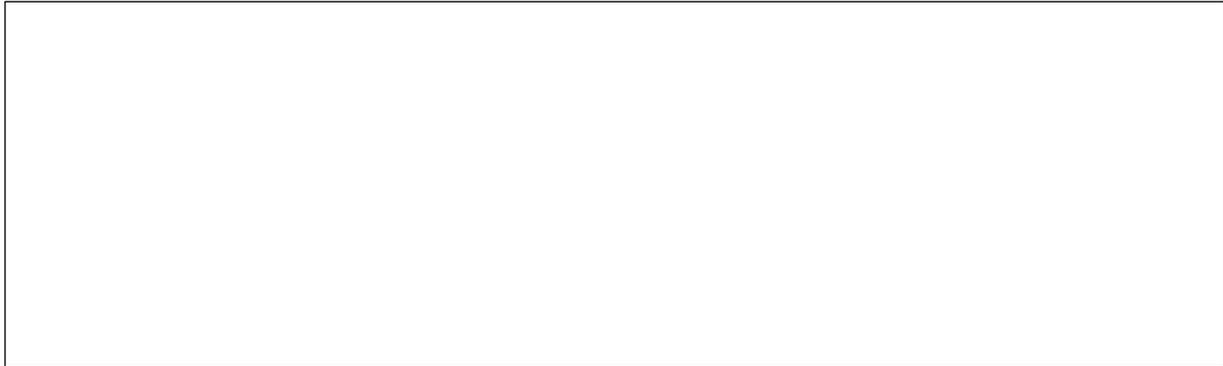


Review your business plan and update it with your milestones and deadlines you set. How did you do? What needs attention to complete your plan.



Friday

Continue interviews until you find the right outsource candidate. If you are having a hard time finding someone, consider asking fellow business owners you know and trust for recommendations.



Contact the applicants and set up arrangements to on-board them and discuss their precise responsibilities and your expectations.



Review your month. Schedule, delegate and make sure everything gets done.

Congratulations! You have taken positive steps towards your Message to Market Match across your business and social media platforms. To your success!

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