



**TURN AROUND YOUR**  
**SALES**

**CALENDAR**

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Make sure you don't overlook anything, schedule the contents on your calendar.

## Week 1

### Monday

Review your workbook notes.

Do you add calls to action in your emails?

Do you ask for sales in your social media posts?

Identify why you may not be asking for sales.

### Tuesday

Create compelling calls to action for your social media and blog posts:

Create a strong elevator-type speeches and responses so you sound confident and professional asking for a sale.

## Wednesday

Brainstorm ways to obtain new clients and customers:

- Ask for current client referrals
- Send more emails
- Ask for introduction to influencers

Create a list of influencers with similar audiences who would benefit from your knowledge and programs.

- Befriend and follow influencers on social media
- Interact with them and develop a relationship

Research the names and consider that you can stand behind their reputation and programs. List the ones you can stand behind:

## Thursday

Take an inventory of all of your products, both new and old:

## Friday

Review your week and schedule tasks not completed on next week's schedule.

## Week 2

### Monday

Review your Product Inventory and find creative ways to bundle products together.

Same theme

Use as bonuses

Resell video recordings with transcripts

Turn blog posts into an ebook.

List products that can and should be updated:

Which products should be retired:

List your limited discount on any or all of your products?

## Tuesday

Create an affiliate program and recruit people to make sales for you in exchange for a small commission.

What products do you have that can be affiliate products or programs:

## Wednesday

Update your sales pages with stronger copywriting:

## Thursday

Announce any bundles you have for sale via email, social media and ads.

## Friday

Review your week and catch up all tasks.

Schedule marketing plans for next week.

## Week 3

### Monday

Brainstorm ways you can add a membership option to your business.

Do you want to include coaching, masterminds or a monthly product?

Should you cap the number of people in the group?

Search for some examples for inspiration:



## Tuesday

Set up a process for creating new content on a consistent basis for your membership group.

## Wednesday

Review your current marketing plan and methods/platforms used.

Note new marketing avenues you can implement easily.

Create a content calendar of when to post for your platforms.

Create a plan for cross-promoting.

## Thursday

Research and find how to become a guest on podcasts which serves your audience.

Create a method for tracking any new marketing efforts you implement.

Record baseline stats first, then record monthly stats to track your changes.

## Friday

Review your week and complete any unfinished tasks.

Schedule time next week to finish anything you need to complete.

## Week 4

### Monday

Study your competitors:

- |                         |                    |                            |
|-------------------------|--------------------|----------------------------|
| • Websites              | • Email Promotions | • Online reviews           |
| • Social Media Accounts | • Products         | • Customer service process |
|                         | • Paid ads         |                            |

Determine if you want to implement similar strategies.

If yes, create a plan for it.

Try one new strategy at a time so you can evaluate if it's successful.

## Tuesday

Reflect you current business offerings and customer processes.

Do you have enough products?

Is your customer service flawless?

Are your online reviews favorable?

Make a plan for any changes you need:

Implement one change at a time.

## Wednesday

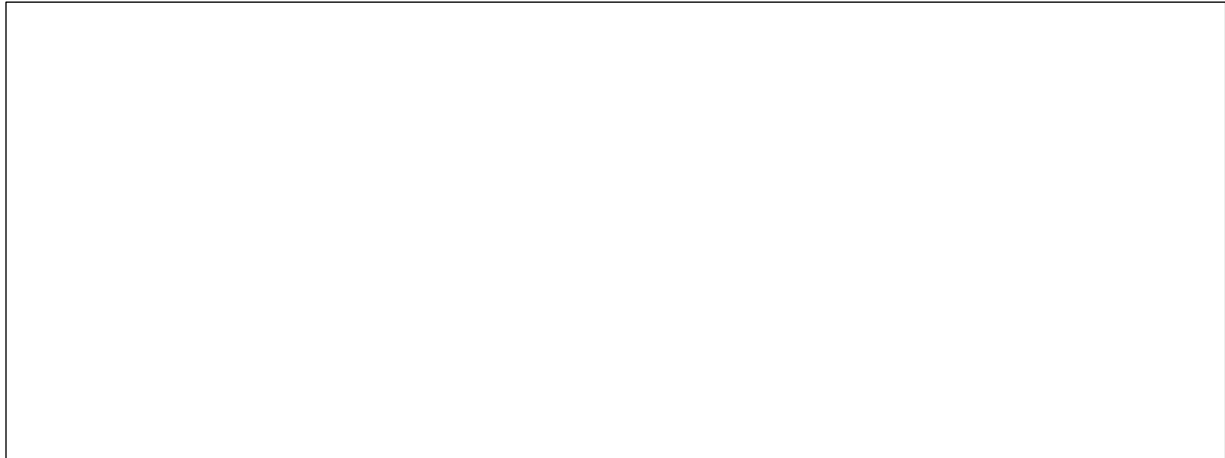
Start a conversation with your audience:

(clients, customers, followers and subscribers)

Prepare an email broadcast or social media campaign to ask what they need or want from you.

Ask a question about your pricing levels – what they would be willing to pay for a specific product.

Create a social media poll or a short survey.



## Thursday

Analyze hashtags and trends.

Publish your poll or survey

Develop a pre-order option for new products.

Create an incentive for people to participate in the survey.

Analyze the results when they come in.

## Friday

Review your week.

Finish open tasks.

Review upcoming schedule for next week.

Schedule time each week to review your marketing efforts.