



## Checklist 17: 31 Day Worksheet Checklist

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

	Yes	No
<b>Day 1</b> Research and purchase your domain name and set up your hosting account.	<input type="checkbox"/>	<input type="checkbox"/>
<b>Day 2</b> Install WordPress & Create Your Email Accounts.	<input type="checkbox"/>	<input type="checkbox"/>
<b>Day 3</b> Create an Autoresponder Account. and Affiliate Network account.	<input type="checkbox"/>	<input type="checkbox"/>
<b>Day 4</b> Setup your Free Tracking using Google Analytics or Paid Tracking Using ClickMagick.	<input type="checkbox"/>	<input type="checkbox"/>
<b>Day 5</b> Create the welcome gift or offer for your new subscribers (A report or video)	<input type="checkbox"/>	<input type="checkbox"/>
<b>Day 6</b> Create your opt-in page and connect to your autoresponder account and list/campaign.	<input type="checkbox"/>	<input type="checkbox"/>

*Notes*



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### Day 7

Create your thank you page, delivering what's promised.

 

### Day 8

Create all your Social Media graphics and descriptions.

 

### Day 9

Setup your Facebook Retargeting Pixel.

 

### Day 10

Set up your Many Chat account and add your followup messages.

 

### Day 11

Create Your Indoctrination Email Series Email 1 - 3

 

### Day 12

Create Your First Blog Post & Share on Your Social Media Sites.

 

### Day 13

Create A YouTube video talking about a method/your business/a review and share.

 

*Notes*



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### Day 14

Monetize Your Blog With Banners and Popup Optin Form.

 

### Day 15

Create a Facebook Post on your Fan Page encouraging people to comment for a free gift. Comment this to your Many Chat account to build your messenger list.

 

### Day 16

Run a Facebook Ad to your Fan Page Post on a budget of \$8 per day targetting 100,000 - 500,000 people in your niche. Optimize for engagement and leave for 48 hours at least.

 

### Day 17

Create an Informative training video related to your choose niche. Plan and research the content and script. The video should be 6 - 15 minutes long. The idea is not to sell, to get leads or even comments. The idea is to inform people about your brand. In many cases, the brand will be you. Once recorded post on your Facebook Profile, Fan Page and continue t share the Fan page video anywhere else you can.

 

### Day 18

Run a Facebook Ad to your Fan Page Video Post on a budget of \$5 per day targetting 100,000 - 500,000 people in your niche. Optimize this ad for Video Views.

 

### Day 19

Check Facebook Ads results for you "comments post". Your goal is to be getting subscribers for less than \$2 each. If double this, turn off the ad and adjust the copy/image and target audience.

 

*Notes*

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### Day 20

Check Facebook Ads results for you "Video Views post". Your goal is to be getting views between \$0.01 (or lower) and \$0.15. Depending on the niche, target audience and engagement this can vary. If little engagement and cost per view is too high, adjust the audience, ad copy or video.

 

### Day 21

Go to Muncheye.com (if in the IM Niche) or Clickbank.com (if in a niche outside on IM). Find relevant offers to promote over the next 2 weeks. Try finding 4 - 6 products that match and add them to your Google Calendar. Include the content name and link to the JV page. Follow the checklist no. 12 in this volume to get approved.

 

### Day 22

Plan your first full-blown affiliate promotion. Follow the Perfect Promotion notes in checklist no. 12 in this volume. Create the page, the video the bonuses.

 

### Day 23

Send traffic to your affiliate funnel using your Facebook Profile, Fan Page, YouTube Channel and any other Social Network. Also, use ManyChat and message all your subscribers and any subscribers you might have on your Autoresponder list.

 

### Day 24

Using the content creation checklist create 3 - 5 quality blog posts and share on Facebook and other social networks. Create one every two days for the rest of this exercise.

 

### Day 25

Plan out your next affiliate promotion repeating the same steps. It could be a few days away or happening today, depending on your schedule. Either way, you can prepare.

 

### Day 26

*Notes*



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Using Facebook Ads promote your 3 best blog posts for 48 hours tracking the results from each. If all perform well, continue to run all. If not the case turn off the least performing ad.

 

### Day 27

Retarget everyone who visited your blog, everyone who engage with a post, everyone who watched 25% of your video and everyone in your many chat list. Create an ad leading to an affiliate promotion with a squeeze page or your own funnel/offer. Again use Website Traffic ad type.

 

### Day 28

Check the open rates and click-through rates for all your emails. Your broadcasts, your following emails and ManyChat messages. Check all links are working correctly. Check your affiliates stats or product sales stats. Check your squeeze page conversion stats. Look for things which are working and what is not working. Become familiar with the stats.

 

### Day 29

Spend time making new friends on Facebook and get in habit of spending 1 hour per week growing your social influence. Connect with peers within your circle, help people out on Social Media, offer value where you can.

 

### Day 30

Run a survey for your subscribers and followers asking them what type of content they would like and one what topics. This is great to build trust and also gives you ideas on the content topics that your followers are actually interested in.

 

### Day 31

Create a traffic strategy plan that you are always creating content, building your list and selling either affiliate offers or your own offers. Example: I will create 2 blog posts per week and runs ads to these. I will create one video per week and run ads for this. I will have an evergreen \$10 per day campaign retargeting people who have engaged to my squeeze page so my list continued to join. I will mail one or two paid offers to my list. I will run one campaign per week or per month using

 

*Notes*



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ManyChat and continue building my list here. Rinse and repeat, week in, week out.

*Notes*