



ECOURSE LAUNCH BLUEPRINT

BUILD | GROW | SELL

CALENDAR



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Use this calendar to schedule the work time you need to complete your workbook for your eCourse Launch Blueprint.

Week 1: Get Focus *in* Focus

Monday

Action Plan: Grow Your List Through Targeted Focus

Refer to your Workbook and Textbook, as needed.

Build a Responsive List

Fill out this worksheet to clearly identify your ideal customer.

Her Philosophy:
Her Values:
Her Areas of Interest:
Her Current, Immediate Goal:

Her Current, Immediate Problem:

What She Wants to Learn:

Review Your:

- Most active social feeds (Groups, Pages, Social Networking)
- Blog comment for the last six months
- Email inbox

Tuesday

Action: Test Your Incentive and Goals

Clarify down to one short sentence or word:

Problem	Promise	Solution

Are my titles powerful and clear enough?

Incentive Title	eCourse Title	Do they relate?

Incentive Idea 1:
Incentive Idea 2:
Incentive Idea 3:

Refer to your workbook to complete this section.

Wednesday

Taming the Tech

Organize Your Tech Tasks

Use the worksheet in the Workbook as a checklist. Print it out and mark off each item as you install or set it up.

Thursday

Set up Google Analytics

Use the worksheet in the Workbook as a guide. Print it out and mark off each item as you install or set up Google Analytics.

Friday

Review your Workbook to take care of tasks you have not completed this week.

Week 2

Monday

Action Plan: Power up your incentives

Identify your greatest communication and eCourse advantages.

Use the worksheet in the Workbook. Print it out and mark off each item as you install or set it up.

Tuesday

Refer to your workbook. Are you keeping up with the daily tasks?

Wednesday

Use the Form in the Workbook to brainstorm a 'Teaching Taste'

Plan a mini program you can offer your ideal student for free.

DAY 1:

SUBJECT LINE: "DAY 1:

"

DAY 2:

SUBJECT LINE: "DAY 2:

"

DAY 3:

SUBJECT LINE: "DAY 3:

"

DAY 4:

SUBJECT LINE: "DAY 4:

"

DAY 5:

Present your eCourse as the solution in day 5 and include call-to-action

SUBJECT LINE: "DAY 5:

"

Thursday

Action Plan: Increase Your Leverage Opportunities

Plan for strategic advertising to leverage the power of Facebook.

Strategy

Create Facebook Page

Add selective, existing contacts

Create Facebook Sign-up button

Create Facebook Ads to "Like" Page when prompted

NAMS, Inc.

[MyNAMS Insiders Club](#)

(Let your “Like” ad run for at least 5 days)

Begin sharing strategic Facebook Posts

Share your post on other networks

Make sure you have sharing buttons installed on your blog

Create Facebook Pixel

Define your Custom Audience when you have at least 100 ‘likes’

Friday

Make Contact

Brainstorm opportunities for leverage in your workbook.

Week 3

Use this week to review and complete the exercises in your workbook. Keep on track by adding any time needed to finish the workbook on your calendar.

Monday

Action Plan: Power up your incentives

Identify your greatest communication and eCourse advantages.

Use the worksheet in the Workbook. Print it out and mark off each item as you install or set it up.

Tuesday

Refer to your workbook. Are you keeping up with the daily tasks?

Wednesday

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Friday

Make Contact

Brainstorm opportunities for leverage in your workbook.

Week 4

Use this week to review and complete the exercises in your workbook.

Monday

Action Plan: Power up your incentives

Identify your greatest communication and eCourse advantages.

Use the worksheet in the Workbook. Print it out and mark off each item as you install or set it up.

Tuesday

Refer to your workbook. Are you keeping up with the daily tasks?

Wednesday

Use the Form in the Workbook to brainstorm a 'Teaching Taste'

Plan a mini program you can offer your ideal student for free.

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