



PLUG YOUR
PROFIT LEAKS
CALENDAR

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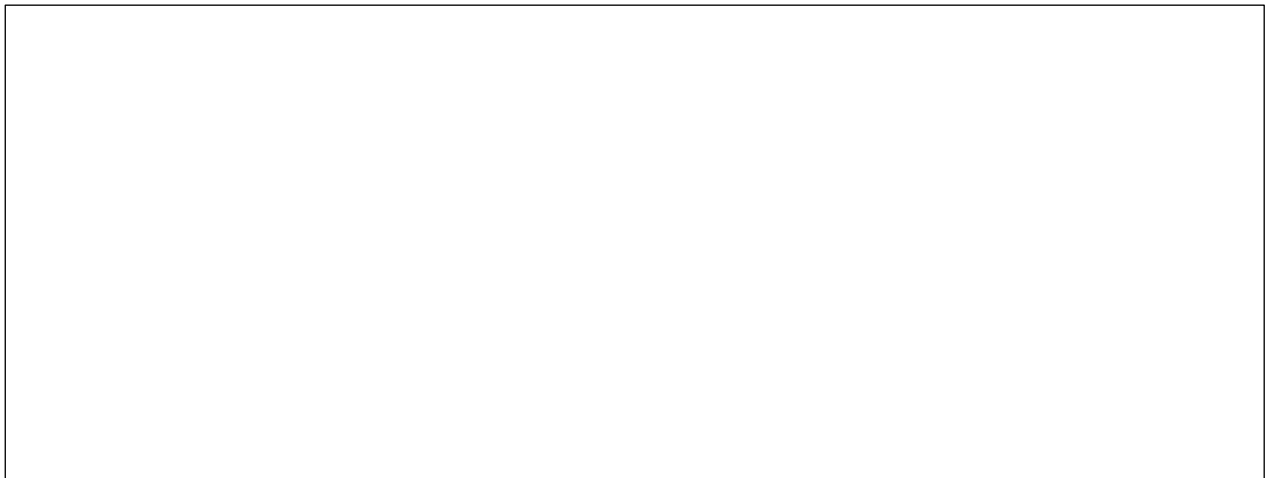
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Use this calendar to identify your system leaks and find opportunities for more profit. Copy/Paste the text into your calendar to make sure you follow through with implementing the tasks for success.

Week 1 Setting Up Your Systems

Monday

Assess your visibility level. Determine what you need to do to improve it and implement them right away.



Create a new daily schedule to include the following:

- Regular, consistent blog post creation
- Consistent social interaction
- Seek out interviews for each month on a selected topic
- Determine how much time you will input to increase your visibility activities:
 - Hours per day
 - Hours per week
 - Hours per month
- Determine what you do not have time to do: select what needs to be outsourced or automated.

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Create a pitch for people who may be interested in interview you to include:

- What topic you can discuss
- Why it is relevant to their audience
- The benefits to your potential JV partner
- What you are promoting
- Whether or not that product is free or paid

Determine on a free or paid product for the audience.

Make sure it will attract the right customer or client.

Avoid attracting the wrong customer or client in being clear who will benefit from your selection.

Keep it a single-focus, purpose and theme.

Begin creating it or set up an existing product that meets your criteria.

Brainstorm and develop offer below:

Tuesday

Evaluate your systems. Determine which ones need to be updated or improved.

Remove or unsubscribe any systems or recurring programs that are no longer used or needed.

Select an autoresponder that meets the needs for your business.

Determine who will handle setup, maintenance and ongoing use.

If you do it yourself, make sure you have gone through the tutorials and other relevant sections.

Note important information that may feel challenging for you.

Add your notes and process to your MBM (Master Business Manual)

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Review your website:

- Remove any content that attracts the wrong audience.
- Tweak existing content to attract the right audience.

Note new sections or pages to be added. Schedule that task now.

Wednesday

Research a fully-integrated client management system and scheduling systems or shopping cart, if you do not have one in place.

Explore the features and conditions on each to make sure you avoid hidden fees or costs.

Find one that:

- Fits your budget and current needs.
- Will allow growth

Set up and customize your client management, scheduling system and shopping cart.

Review the tutorials and videos. Note the benefits and details in your MBM (Master Business Manual).

Set up pre-payment options and sync with:

- PayPal
- Merchant Account or shopping cart

Thursday

Review or brainstorm your opt-in incentive.

Define what the goal is and make it specific.

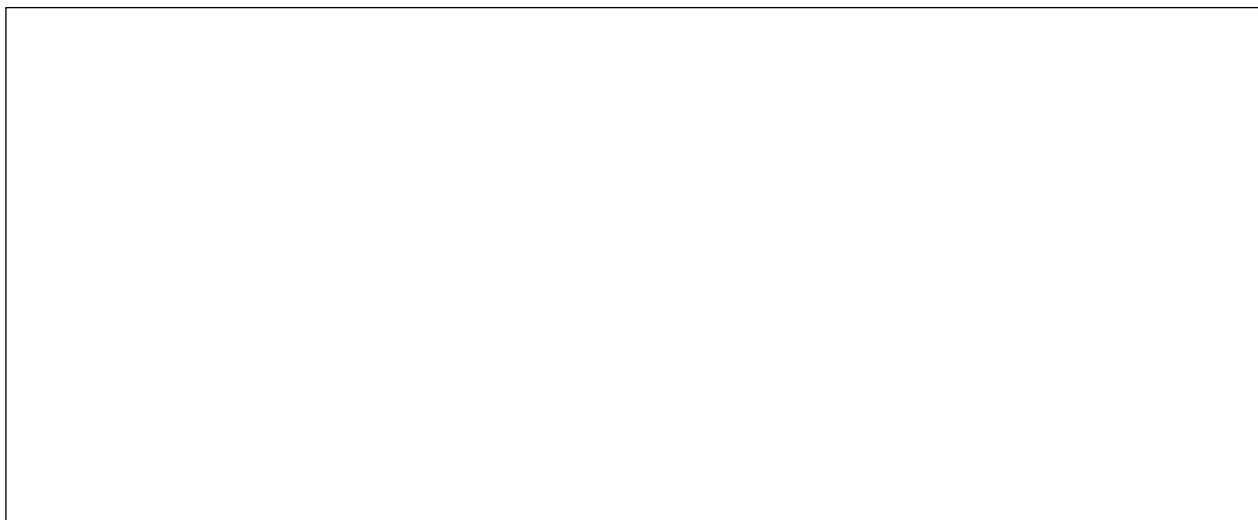
Create or revise your sign-up web contact form – where will you place it on your website that is easy for your visitor to see.

Review your website and landing page.

Does the content:

- Attract the perfect person
- Disqualify the wrong people
- Inform the visitor what they need to know
- Eliminate distractions

Create an outline for a product to use for your opt-in incentive:



Keep it simple and focused!

Friday

Create resources or assemble materials (outlines, guides, etc.) for your outsourced contractors.

List what you need to create:

Determine how you will handle client support.

Research customer support options.

Set the system in motion. Create the process and put in your MBM. Review the process with your contractors.

Week 2 Content Creation

Monday

Consider outsourcing projects. What areas of your business could benefit if you outsource?

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Determine your project management system.

Add contractors to the system and train them how to use it.

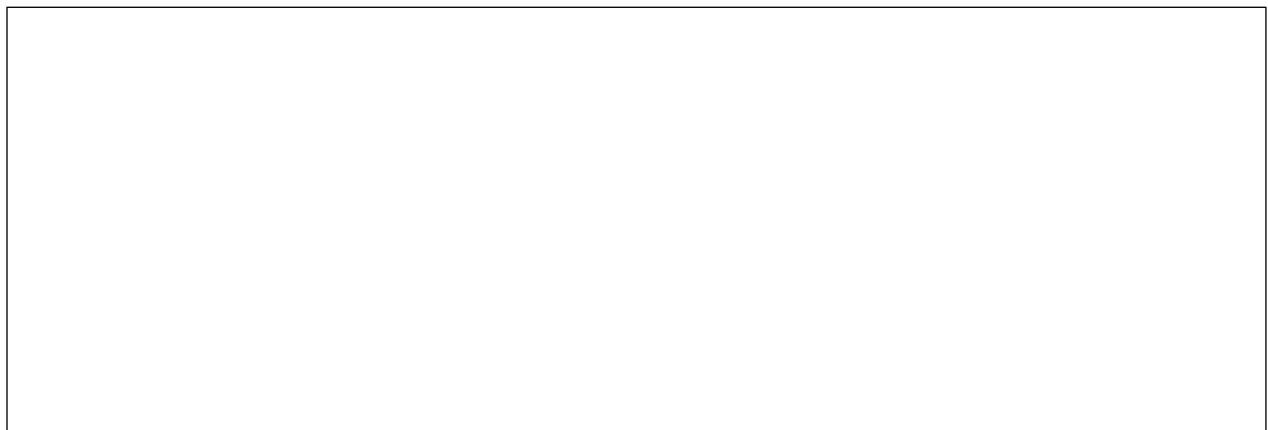
What tasks are the most relevant to your situation:

- Work on opt-in incentive
- Develop a Contractor Plan:
 - Determine deadlines and responsibilities
 - Delivery and contact protocols and systems
 - Document fully and put in the MBM (Master Business Manual)
 - Make sure all contractors have access to the MBM and how they reach out to you or the Project Manager if they have questions

Tuesday

Create a fresh sign-up incentive to include

- A simple, clear goal for what you want this series to achieve
- A product, upsell, extra or OTO to include during/at the end of this series
- Find relevant and opportunities to add these



Wednesday

Review last week's lists and systems and complete any open tasks.

Brainstorm names to schedule interview spots on webinars and podcasts.

Write or request scripts or outlines for interviews, podcasts and webinars.

If you are the guest, be prepared:

- What are your responsibilities
- Promotion Planned with access details
- Confirm that everything is set up and ready to go

Review email content from potential JV partners and outsource contractors.

Determine if you need additional contractors. Make a list of names to interview.

Thursday

Create, coordinate, test and schedule your email launch sequences for new products and incentives. Review it and look for opportunities for further monetization.

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Review you existing content and products.

Determine how you can stop content creation money leaks by repurposing existing content into free or paid resources and/or products.

Determine the ideal ways and format the material.

<ul style="list-style-type: none">▪ Affiliate handout or resource▪ Free report▪ Blog Post	<ul style="list-style-type: none">▪ Mini email course▪ Tip Sheets▪ Daily Tweets	<ul style="list-style-type: none">▪ Bonus to existing or current product
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Friday

Tweak your new routine.

Perform tasks still incomplete or reassign them to someone.

Brainstorm your upcoming blog posts for the remainder of the month and determine the number you will commit to publish.

Download the Editorial Calendar plugin via WordPress and schedule posts.

Catch up on content creation.

Week 3 Acceleration

Monday

Check in with all contractors.

Update website with changes.

Tuesday

Work on content creation.

Wednesday

Engage in social media interaction, interviews, and promo events.

Track results.

Thursday

Schedule and hold strategy sessions, if you decided to do this as an incentive.

Friday

Are your calls to action natural and logical?

Gracefully provide an exit strategy (paid alternative or free, first-tiered membership site to keep exiting clients to stay in touch.

Week 4 Look Back, Move Forward

Monday

Review feedback from:

Social Feeds:

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Membership sites you belong to or run:

Contractors:

Past or current clients:

Questions you receive via social media feeds, blog comments and forums:

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Determine if you are missing any opportunities to stop leaks and avoid unsubscribes by creating resources or FAQs that will save you time answering individual queries.



Create FAQ sheets or sections for Affiliates, Customers and Potential Clients.

Continue with strategy calls or work on the next paid product.

Tuesday

Check that all follow up has occurred as planned.

Review your affiliate system, if you have one. Make sure all resources are up-to-date and plan incentives and rewards for promoting your upcoming offers.

Begin planning to outsource an affiliate system, if you don't have one.

Determine:

- Who will manage it?
- How will it be managed?
- What resources do you need created?
- What incentives do you need to create?
- What rewards or bonuses will you give?
- How to promote it

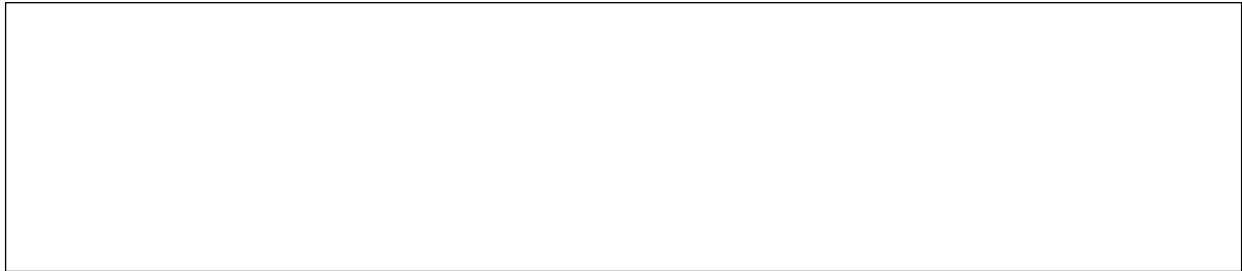
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Take strategy calls.

Set up or tweak your affiliate system.

Wednesday

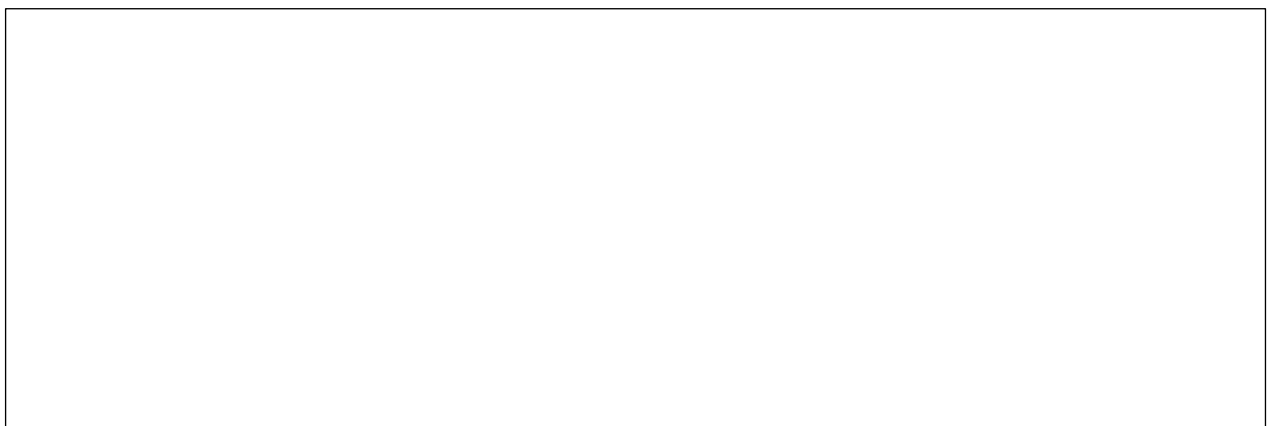
Social interaction and networking.



Work on business development.

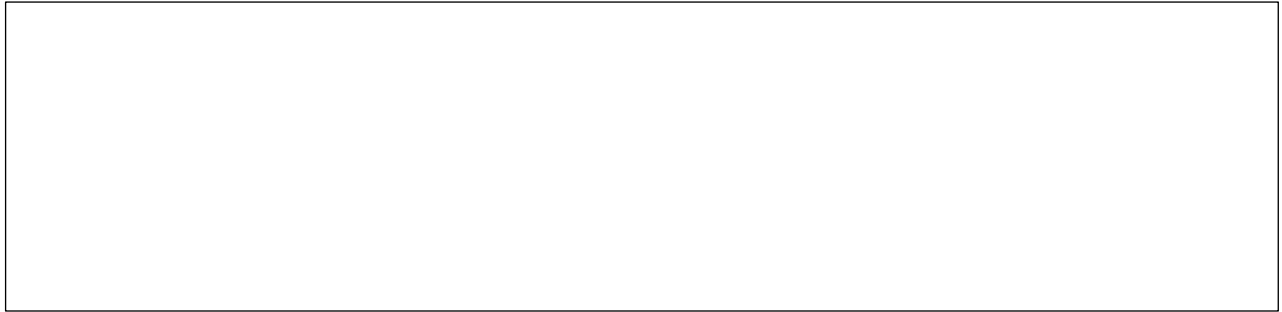


Launch sequencing for new products or campaign.

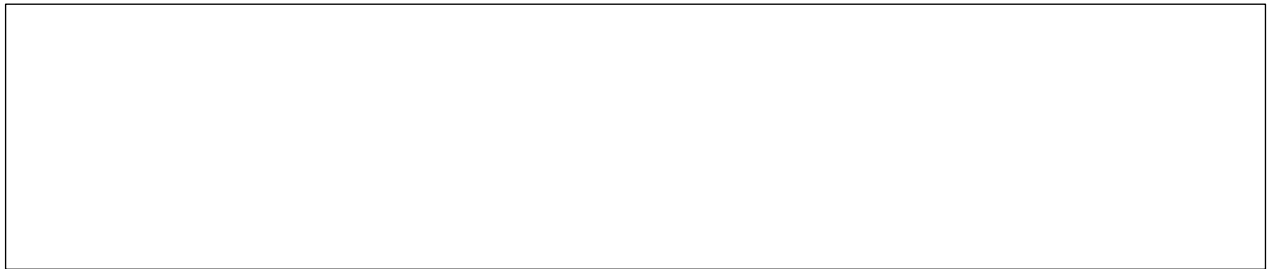


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Track and Test.



Test all systems and links.



Product or content creation completion.



Hold strategy sessions.



Thursday

Social interaction and networking.

Work on business development.

Launch sequencing for new products or campaign.

Track and Test.

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Test all systems and links.

Product or content creation completion.

Strategy sessions.

Friday

Create resources or assemble material (outlines, specs, etc.)

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Plan and create new high-end products for new customers.

Create follow-up emails, content and interaction.

Review goals. Did you reach them? List what needs to done to reach them.

Plan for next month.