



Congratulations!

You're an Ambitious #ACTIONista!

At this stage of your journey you are launching or re-launching your online business.

You've decided to deliver your knowledge, gifts and experience on the web. You've probably been in business 2 years or less and are making \$20k-\$50k or less either from a day job, your business or some combination of the two.

Right now the name of the game is to:

- Establish your presence so you can get found...
- Get the clarity you need to create a life and biz you love waking up to...
- Build a solid foundation for long term success...

But, right now... you're invisible. Unsure of your value and how to package your expertise to sell and serve online.

You know your stuff, but you're a newbie to online marketing and when it comes to navigating the nooks and crannies of the web, your head feels like it's going to explode.

The good news is, you're ready and willing to take action and do whatever it takes to see your dream and purpose fulfilled. But, because of limited financial resources you are not always able to invest at the level you'd like to accelerate your results.

What You May be Experiencing...

Excitement & Fear.

This stage is always exciting and nerve-racking at the same time. You're taking your ideas, gifts and talents and turning them into a real business! The challenge at this stage is you're vulnerable to people who seek to hijack your dream for their own monetary gain. And, if you're not careful you can find yourself feeling scattered and financially frustrated.

Some of the things you may be experiencing now is...

- Excitement about launching your dream business, but unsure how to get started with everything you have going on in your life...
- Loneliness as you may not have people around you that believe in your dream or who'll support you...
- Confusion about where to start and how to get the guidance you need...
- Overwhelm when it comes to setting up different technology and tools online...
- Confusion over what to charge. As a result, you may be discounting your services, giving them away for free or working with people who take advantage of you...
- A lack of confidence and faith in yourself...

Don't worry, these things are a normal part of the launch stage. You'll grow out of it.

What You Want Most Right Now is...

Confidence.

At this stage you're looking for help figuring out what to do, how and when to do it. You just want to get out there and prove to yourself that this can work.

You probably want to:

- Set up a website for your products and services...
- Learn how to use social media to market your offers and make sales...
- Create information products (i.e. books, e-courses, programs, etc...)
- Get started with blogging, webinars, livestreaming and other marketing strategies...
- Make some sales and land some clients quickly to ease your fears about creating a business that can replace your employment income...

But, WAIT... before you dive in...

What You Need Most Right Now Is...

Direction..

““Direction determines destination.” ~Jim Rohn

I know, it doesn't sound all that sexy. But, knowing...

- What you want...
- Who you are...
- Where you want to go...
- And, how you want to feel when you get there...

...protects you on your journey to success and helps you avoid “hard knock” lessons myself and others have experienced.

You need to know exactly what to focus on and do to launch your online business successfully.

You need direction so you can create a solid foundation for growth that enables you to...

- **Start smart and avoid the start and stop cycle** that costs most entrepreneurs time, money and peace of mind...
- **Make money and meaning online** with your web presence so you can create a life & legacy to be proud of...
- Turn your ideas, expertise and experience into sought after products and services that **produce a reliable income that supports your lifestyle...**
- **Show up confidently in the market place** and believe your gifts and ideas can actually fund the lifestyle you want and deserve...

In order to achieve all of this you need a plan or a road map that will help you to invest your precious time and hard earned money in the right things at the right time. **You need your own personal success blueprint...** plus, the right support to help you put it in action.

How I Help You at This Stage...



At this stage in your journey, it's all about **preparing you for long term and sustainable success**. But, it's about more than just making money, it's about designing a life and business you love waking up to. And to do that, you need your very own personal blueprint for success.

My mission is to help SheroEntrepreneurs like you to build a wildly successful business that honors your life, resources and values.

So how do we get started?

There are several convenient ways we can work together. Check out your options below.

The BEST place to start:

CONTENT, CLIENTS &
CASHFLOW
Secrets

Learn More @
ContentClientsandCashFlow.com



ACTIONista's DREAM & LAUNCH CHECKLIST

Use the following checklist to help you launch/re-launch your business.

OPERATIONS MANAGEMENT

Business Planning & Development

- I've investigated my options, or sought assistance, and registered my business with required government agencies. I've chosen:
 - Corporation
 - LLC
 - Sole proprietorship
- I've protected my business name and filed the appropriate documents.
 - I've registered "Doing Business As" name if I'm going to conduct business under a name other than the legal name I filed with the Secretary of State.
 - I've conducted a trademark search to ensure that my unique company name isn't already being used.
- I've created my articles of organization. (Articles of organization are required to open a business checking account.)

I've obtained my Federal Identification Number, EIN, from the IRS. (An EIN is often required to open a business checking account.)

- I've obtained the necessary business licenses and/or permits for my area. I've researched and obtained the following:
 - Insurance needs
 - Permit needs
 - License needs
 - I've investigated other insurance and government requirements for my business niche and local regulations.

Branding

Your brand is the image that people observe, develop, and relate to. It connects you to your customers and prospects. The branding process, including the planning and decision process are important. These decisions have an impact on your future success. By working through this checklist, you'll have established a solid brand and a plan to move forward and integrate it into all of your marketing and sales efforts.

- I've identified my business vision and mission. My branding decisions must remain true to my vision and mission in order to provide a consistent and comprehensive image to prospects and customers.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've identified colors that best represent the brand I want to portray. These colors embody the vision and mission of my business along with the message I wish to convey.
- I've chosen a brand name, business name, that is easy to remember, easy to spell, and can be registered as a domain name.
- I have a solid understanding of who my target audience is and understand what their needs, interests, and goals are. I know how my branding efforts influence my unique target customer.
- I know what differentiates me from my competition. I know what value I bring to my prospects. I can answer the following questions:
 - How do you benefit your clients?
 - Why do they like you?
 - Why do they buy from you?
- I've created a logo, or hired someone to create a logo for me, that conveys my brand in a way that is simple and easy to understand. My brand colors are used in the logo and the logo supports my vision and mission.
- I've developed a brand purpose – a statement that highlights what I provide the market, how my business is different, and what makes my business distinct.
- I've created a brand personality – a statement or list of characteristics that best describe my brand. My brand personality embraces elements of my personality so that I can create a stronger connection with my audience. A stronger connection results in a stronger brand.
- I've created a brand promise – an emotional statement that connects prospects to my brand and my company. My brand promise and message both evoke a positive emotion.
 - I've created a list, and a plan for each medium, to consistently integrate my brand into various branding opportunities and marketing efforts. These include:
 - Social media profiles
 - Website
 - Blog Name
 - Email Signature
 - Phone Message
 - Networking associations

Your brand is who you are, what you represent, and what makes you and your business unique and different from your competition. Spend time creating your business brand and working through this checklist to ensure a comprehensive and clear brand – a brand your prospects won't be able to resist.

ACTIONista's DREAM & LAUNCH CHECKLIST

General Admin

- I've organized and de-cluttered my inbox using labels and filters.
- I've create a system for managing my calendar.
- I've created business hours and posted my schedule of availability for the year on my website.
- I have let my customers know:
 - How to contact me
 - The time frame in which to expect my response
- I've created an auto message so that when people email me after hours they know when they can expect to hear from me.
- I've set up an appointment system so that prospects and clients can schedule themselves, saving me and my team time going back and forth.
- I've set up my Virtual Office using PODIO to centralize and manage all the moving pieces of my online business including (but not limited to):
 - Keeping track of important logins
 - Documenting Standard Operating Procedures (S.O.P.s)
 - Team member on-boarding information
 - Keeping track of logos and other branding material
 - Keeping track of my product/service inventory
- My standard operating procedures outline the people, processes and tools needed to complete routine tasks in my business.

Human Resources (HR)

- I understand the importance of staffing my weakness and am aware of what roles I need to outsource when I have the financial resources to do so.
- I outsource by considering quality and return on investment, not based on the finding the "cheapest" offer.
- I am aware that the following roles may need to be filled at some point:
 - Personal Assistant
 - Online Business Manager
 - Virtual Assistant(s)
 - Marketing Specialist
 - Tech Specialist
 - Graphic Designer
 - Blog Designer
 - Lawyer / Accountant
 - Event Manager

ACTIONista's DREAM & LAUNCH CHECKLIST

- I understand that there are 3 types of team members I can hire and the difference between each:
 - Contractor (Self-Employed 1099)
 - Employee (Employed W-9)
 - Intern (Non compensated)
- Although I may not be able to afford some of the help I need right now, I am saving to create an outsourcing budget.

Research & Development (R&D)

- I have ensured:
 - There is a crying need for my offer (product, service or event)
 - My offer is unique; or has one unique feature that makes it stand out from similar offers
 - My product has a strong identity and branding
- I have:
 - Done my homework in research the market, what it needs and what it will bear
 - Identified my specific target customer
 - Determined the size of my niche and the number of my target customers – and projected sales
 - Thoroughly researched my competition and identified their products' shortcomings, features, drawbacks and benefits (as well as price options)
 - Thoroughly tested every component and aspect of my product
 - Set up an easy, effective customer support system
 - Made the most of launch opportunities and platforms
 - Carefully priced my product for my market – and my competitors
 - Other _____
- I have identified:
 - Why I want to serve that particular market
 - Who, exactly, I want to create products for
 - What I can offer from my unique perspective and background
 - Why I am the best person to bring this product to my market
 - What's "in it" for my customer, if she buys my product instead of my competitor's
 - _____
 - _____

ACTIONista's DREAM & LAUNCH CHECKLIST

- I have sought input from:
 - My potential customers and niche members
 - My peers and networking contacts
 - My team
 - Industry experts
 - Other _____

ACCOUNTING & FINANCE

Before you start a business, it's important to start off on the right financial path. This process can take a little time; however careful planning and implementation can save mistakes and time down the road.

- I've written a business plan that includes my start-up capital requirements.
 - I've identified the start-up expenses required and allocated capital for those requirements.
 - I've identified financial goals, both short term and long term, and created a plan to achieve those goals.
- I've opened my business bank accounts.
 - I've opened my checking account.
 - I've opened a savings account.
 - I've established online banking.
- I've determined my payment processing system
 - I've registered for a payment processing system, i.e. PayPal.
 - I've linked my payment processing system to my business bank accounts.
- I've established a system for proper accounting procedures. I've found a system, like Quicken, to track my sales, expenses, and profits.
 - I've identified a source of accounting help and knowledge. (Note: Consider hiring an accountant and maybe a bookkeeper.)
 - I've obtained a small business loan.
- I've priced my products and services based on my income goals and the results they deliver NOT based on how I "feel" about myself.
- I charge what I'm worth because I'm worth it! I don't base my pricing based on what I believe are in other people's wallets.

Congratulations! Your business is now set up and you're ready to start enjoying your efforts. It's time to begin marketing, selling, and making money from your new business.

MARKETING & SALES

Sales (Product + Service Development)

- I have created my first signature product, service or program.
- I have created a free offer/gift that serves as a valuable sneak peek into my signature offer.
- I've begun brainstorming an introductory product offer that is at a low-risk, "no-brainer" price that will help customers feel for inspired to purchase my higher priced signature offers.

Discovery (Traffic Strategies – How will they find you?)

I've established a marketing strategy to connect with customers as they move through the funnel to up-sell and help them take the next step.

- I've created a schedule and content plan to drive traffic to my free content.
My content includes:
 - Blog posts
 - Podcast(s)
 - Video(s)
 - Interview(s)
 - Viral Report(s)
 - Guest blogging
 - Article marketing
 - Social media posts
 - Other_____
- I am implementing launch strategies to create the biggest buzz possible within my target customer market, including:
 - Making myself available for guest interviews
 - Making myself available to write guest posts
 - Interviewing niche experts and creating ties with them
 - Bringing my target market top-quality, helpful information, tips, strategies and resources
 - Other _____
- I have checked out and joined core groups dedicated to my niche
- I have set up a Facebook page and/or groups to serve my target niche
- In creating my buzz, I am telling a story and connecting with my customer's emotions

ACTIONista's DREAM & LAUNCH CHECKLIST

Relationship (How will they get to know, like & trust you?)

Email marketing is one of the most effective and efficient methods to connect with your audience on a consistent and personal level. This checklist will help you create a productive email marketing strategy.

- I've created my freebie or free offer (or had it created for me) to introduce or pull people into the next tier of my funnel. The goal of this offer is to capture an email address.
 - Newsletter
 - eBook
 - eCourse
 - Audio
 - Report
 - Video
 - Tutorials
 - Other _____
 - Webinars
- I have instituted in my follow up strategy:
 - A note to the customer two or three days to a week after purchase, expressing the hope she has had a chance to use or read it; and reminding her of how to contact me or my support team
 - Follow up emails spaced at regular intervals (both broadcast and segment-specific emails)
 - Updates to my product, free or paid

Email Marketing

- Email marketing is one of the most effective and efficient methods to connect with your audience on a consistent and personal level. This checklist will help you create a productive email marketing strategy.
- I've identified my goal for my email marketing strategy and each message sent to subscribers. I'm:
 - Motivating affiliate sales
 - Driving traffic to a sales page
 - Driving traffic to my blog/website
 - Selling/promoting a product
 - Other: _____

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've researched and identified the autoresponder technology that will help me create an effective and efficient email marketing system. For example, AWeber. I've created an account and/or set up my account with the service provider, including:
 - Newsletter/email format
 - Image/graphics
 - Unsubscribe policy and procedure
 - Subscribe policy/procedure. For example do you require a double opt-in?
 - Disclaimers/copyright statement
 - Social media connections have been enabled.
- I've defined my Email Marketing Message. I've created a list of email topics that engage my subscribers and provide value. I know what my audience wants to know and I've created an email content plan to achieve it.
- My email messages have attention grabbing and effective subject lines. Each email message has a test subject line so I can determine what my audience best responds to.
- I've included a call to action in each email message sent to subscribers. The call to action clearly tells readers what they should do next and there are compelling reasons to take action now.
- I've created engaging content that supports my goals for my email marketing strategy. This content provides value and motivates readers to not only remain subscribers but to also take action.
- I've researched and identified the autoresponder technology that will help create a "keep-in-touch" system. This system will enable me to build a list of people interested in what I have to say and sell. For example, AWeber. I've created an account and/or set up my account with the service provider, including:
 - Newsletter/email format
 - Image/graphics
 - Unsubscribe policy and procedure
 - Subscribe policy/procedure. For example do you require a double opt-in?
 - Disclaimers/copyright statement
 - Social media connections have been enabled.
- I've established a content/email schedule that consistently provides value and helps me reach my email marketing goals.
 - This schedule is one that I can follow through on by writing the content myself and managing the newsletter or by hiring assistance.
 - This schedule includes the day(s) and time(s) each email message will be sent.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've included a call to action in each email message sent to subscribers. The call to action clearly tells readers what they should do next and there are compelling reasons to take action now.

Website (Set-Up)

- I have set up a website or blog for my product niche topic and I am actively and consistently posting – and replying to comments

Choosing your domain name, registering it and finding a hosting solution can feel like an overwhelming process. Use this checklist to help you manage the process without missing a step.

- I've created a list of potential domain names that end in .com.
 - My chosen names are all professional and support my business vision, brand, and mission.
 - They're easy to remember, easy to spell, and unique.
- I've identified a preferred domain registrar service.
 - My domain registrar is the same provider as my website host.
 - My domain registrar is not the same provider as my website host. (Note: If I didn't register my domain name with the service provider who is providing my hosting services, I need to transfer my domain name to my chosen hosting service.)
- I've registered my domain(s) including my primary domain name and relevant and supporting domain names. For example, business.com, business.biz, business.net.
- I've double checked to make sure my contact information is correct with my domain registrar.
- I've set my domains to auto-renew. This step prevents me from missing a notification email and accidentally losing my domain name.
- I've chosen to register my domain as:
 - Private
 - Public
- I've verified my information in the Whois database. (Note: Unless you specified Whois privacy during the registration process, your contact information should show up on the master Whois database within 24 hours.) I've visited whois.domaintools.com and searched for my domain name to see how it appears in the Whois database.
- I've chosen a website host that meets my requirements including:
 - Web space - the amount of storage your website will require on the web server.
 - Bandwidth - the measure of traffic, both into and out of, your website.
 - Price

ACTIONista's DREAM & LAUNCH CHECKLIST

- Support, Uptime and Backup
 - Telephone support
 - 24/7 Customer support
 - An online trouble ticket/help desk system
 - Email support
 - High percentage of uptime
 - Daily automatic back-ups
 - Plan provides all the features I require
 - Secure Socket Layer (SSL) – A protocol used to provide extra security for ecommerce transactions.

I've set up my business email addresses with my website host. It looks professional and has my URL in it, like sales@myurl.com.

I've chosen a template, hired a designer, and/or put up a placeholder page so visitors will find information rather than a blank page.

Once you've completed these steps, you're ready to start creating content for your website and driving traffic. Congratulations!

Customize & Modify Your Website

Once you've installed WordPress, the work to get your website created is just beginning. There are many tweaks, modifications, and settings to take care of. Each step along the way helps ensure your site is unique, easy for your audience to navigate, appealing, and of course, effective and profitable.

- I've cleaned the default site:
 - I've deleted all default posts and links including the "Hello World" post, and "Sample Page."
 - I've deleted default categories and tags and created relevant categories and tags, including Description text for each. I've changed the "Uncategorized" to something useful and searchable.
 - I've deleted or deactivated default plug-ins that I'm not using.
 - I've Installed my chosen theme and header image or I've hired a designer to create or modify a theme. My theme has been activated as well.
- I've set up my site to include the following basic pages
 - Home
 - About
 - Services
 - Blog
 - Contact

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've signed up for a Google Account and followed the wizard to create analytics code for my blog.
- I've installed analytics code in the Header.php area on my Appearance Editor in the dashboard of my blog.
- I've set up a feed burner account with my Google account as well so that I can track subscribers and provide RSS options for my readers.
- I've chosen, installed, activated and adjusted the settings on relevant plug-ins to enhance the productivity and effectiveness of my blog. I've researched:
 - Social media
 - Comments
 - SEO – Search Engine Optimization
 - Search/Map
 - Branding, for example Favicon plug-in
 - Subscribe options
 - Email list building
 - Advertising, i.e. Pay Per Click
 - Backup systems
- I've modified the general settings to match my needs and goals including:
 - Title
 - Tagline
 - Set Your URL to WWW
 - Membership / Registration
 - Time zone
 - Allowing Comments or Not
- I've set up permalink structure that looks professional and is easy to understand and link to, **<http://www.sample.com/sample-post>**
- I've taken steps to protect my blog, including creating a unique password to log in and a log in lockdown if someone repeatedly tries to log into my blog without the correct information. Deleting the "Admin" account. Deleting the "log in" option from my site's main landing page menu.
- I've created unique 404 error pages to help brand my blog and guide visitors when they reach a dead end on my blog.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've created a blog page structure that supports my business and my visitors. These pages include:
 - About the website
 - Privacy policy – there are plug-ins that can help here
 - Terms and conditions
 - Disclaimer

Once you're all set, test your blog while logged out and verify that your pages display properly on a wide variety of browsers including: Chrome, Firefox, Internet Explorer, Safari, and mobile devices.

Securing Your Website

It seems you hear about someone's site being hacked just about every day. In many cases, the business owner could have taken one or two steps to prevent the invasion. While hackers will continue to devise methods to infiltrate blogs and websites, the following steps will help keep your WordPress Site safe.

- I've removed telltale signs that give hackers a clue about my site including:
 - The WordPress version from the website's header – don't tell people what version of WordPress you are running, especially if your version isn't up to date.
 - Remove your admin user name and replace it with a unique user name and password.
 - Remove login link from my theme.
- I've secured my login and installed plug-ins and systems that do one or more of the following:
 - Limit the number of login attempts an IP address can use within a specific timeframe.
 - Add two-factor authentication, which will require you to enter an additional code to login.
 - Renamed the "wp-login.php" file to something else (such as "log-in.php") so that hackers cannot know the correct login URL.
- I've added SSL for my WordPress Admin. (Note: You will need to contact your web host to have them implement a Secure Socket Layer for your WordPress Admin area.
- I've established systems to:
 - Scan my site regularly for virus and malware (i.e. WordFence)
 - Update plug-ins and WordPress software
 - Back-up my WordPress site regularly
- I've created a strong password to log into my site. It includes upper and lower case letters, numbers and special characters. My password has nothing to do with me or my personal life, so it cannot be guessed, and I have a system to change it at least once every 90 days.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I utilize reputable and trustworthy providers including:
 - Website designers/developers
 - WordPress Theme developers
 - Ghost/Guest bloggers
 - Virtual assistantsand
 - Each provider is given a unique password and username and administrative login information is changed after business with provider(s) is concluded.
- I've changed the default table prefix in the WordPress database, or had it changed for me, so that hackers cannot easily access my database. (Note: For a new Word Press installation, you can change the table prefix in the "wp-config.php" file before installing WordPress. If you have WordPress installed, visit WordPress.org for instructions.)
- I've uninstalled and removed any and all unnecessary themes, plug-ins, and users.
- I've employed the services of a reputable host with demonstrated security practices and systems in place and a reputation for secure hosting.
- I've created systems to ensure my back-up system is working effectively and efficiently. Backing up your WordPress site isn't a "set it and forget it" event. Create a system to regularly check to make sure your blog/site is backing up effectively.

No blog or website is impervious to hackers. However, when you take these ten steps to protect your site, you're drastically reducing your odds of trouble. It's well worth the time and effort up front to protect your business down the road.

Social Media

Facebook Checklist

Facebook continues to grow amongst most demographics. It's widely used by many target audiences and can be an effective tool to grow your audience, and ultimately your sales. Use this checklist to make sure you don't miss a step as you plan and implement your Facebook Marketing Strategy.

- I've chosen a Facebook name that is consistent with my business. Customers will be able to easily identify my business Facebook page and profile.
- I've created a vanity URL that I can use to promote my Facebook page. My vanity URL, example Facebook.com/yourbusinessname, is professional, consistent and apparent to my customers. (Go to Admin panel, Edit page, and Update info to set your Vanity URL.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've designed and branded my Facebook page with current photos, my logo and other images that represent my business. My cover photo and header image are professional and relevant to my business. My tagline is present on my Facebook page.
- I've created an "About" page that embraces my company brand, voice, and communicates current and relevant information about my business.
- I've created a goal for my Facebook page and social media marketing activities. I intend to use Facebook to:
 - Drive traffic to my site
 - Provide valuable content
 - Promote/sell products
 - Build my opt-in list
 - Other_____
- I've established a message for my Facebook page that supports my goals for Facebook marketing.
 - This message supports my brand and is authentic.
 - This message is engaging and provides value to my friends and followers.
- I've created a content schedule that provides a steady and consistent flow of valuable content that supports my goals and message.
- I've set aside time each day so that I can consistently connect with potential prospects and build my following while building my business and reaching my marketing goals. For example, I've set aside fifteen minutes two times each day to share, comment, and post. I've scheduled one post for each day of the week.
- I've Integrated Facebook with my other marketing tactics including:
 - My blog
 - My website
 - My email signature
 - My email marketing
 - Other social media pages
 - Other_____
- I've leveraged technology and automated as much of the process as possible. For example, my weekly email newsletter is posted on Facebook.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I created systems to test and track my Facebook marketing results. I'm testing for:
 - Content
 - Delivery/posting time
 - Clicks
 - Subscribes
 - And measuring my results as they relate to my specific Facebook goals.

Facebook can be a useful tool to connect with your prospects and begin to build a community around your business. Create your message, follow through, and track your results.

Twitter/Linked-In Checklists

Both Twitter and LinkedIn serve different audiences and purposes. However, for the sake of efficiency, we're combining the checklists – many of the steps are the same or similar.

- I've created my Twitter profile. My profile includes my name, my location, and a short bio or statement about me and my business. It also includes a link to my blog or website.
- I've customized my Twitter background with my business logo or an image that is relevant to my business.
- I've created my LinkedIn Profile page.
 - It includes a lengthy summary about me and/or my business.
 - It includes contact information.
 - It includes references/recommendations/endorsements.
 - It includes a recent and professional photo
- I've created a goal for both my Twitter and LinkedIn social media marketing activities. I intend to use them to:
 - Drive traffic to my site
 - Provide valuable content
 - Build my opt-in list
 - Establish credibility and authority
 - Other_____
- I've established a message for my Twitter and LinkedIn activities that supports my goals for each site.
 - This message supports my brand and is authentic.
 - This message is engaging and provides value to my friends and followers.

ACTIONista's DREAM & LAUNCH CHECKLIST

- I've created a content schedule that provides a steady and consistent flow of valuable content that supports my goals and message. This content schedule includes searchable hashtags for Twitter content. For LinkedIn, consider answering questions or joining groups and providing content for a unique and specific audience.
- I've set aside time each day so that I can consistently connect with potential prospects and build my following while building my business and reaching my marketing goals. For example, I've set aside time during my day/week to post unique and valuable content.
- I've Integrated Twitter and LinkedIn with my other marketing tactics including:
 - My blog
 - My website
 - My email signature
 - My email marketing
 - Facebook
 - Other_____
- I've leveraged technology and automated as much of the process as possible. For example, I've scheduled Twitter, Facebook & Social Media posts in advance using HootSuite or some other social media scheduler.
- I've created systems to test and track my Twitter and LinkedIn marketing results. I'm testing for:
 - Content
 - Delivery/posting time
 - Clicks
 - Subscribes
 - And measuring my results as they relate to my specific LinkedIn and Twitter goals.

Both Twitter and LinkedIn have unique audiences and can help you build a community, increase awareness and ultimately build your business.

I'm ready to be an ACTION Shero!