



Summer Business Kick-Off Challenge

Each week, choose one or more of the following tasks. Each task is broken down by the amount of time it typically takes to complete. They may take more or less time depending on your current stage. Be sure to join our private Facebook group so you can check in each Monday with your chosen task and celebrate the progress you made each Friday.

30 MINUTES TO 1 HOUR

- OPEN A:
 - FB BUSINESS PAGE
 - FB AD ACCOUNT
 - CANVA ACCOUNT
 - GOOGLE ANALYTICS ACCOUNT
 - SOCIAL MEDIA SCHEDULING ACCOUNT
- WRITE A PROFESSIONAL BIO
- WRITE AN AUDIENCE PROFILE

1 DAY

- ESTABLISH BRANDING COLORS AND FONTS
- CREATE GRAPHIC TEMPLATES THAT MATCH YOUR BRAND
- SET UP GOOGLE ANALYTICS ON YOUR WEBSITE

1 WEEK

- CREATE A SPEAKER ONE SHEET
- WRITE WEBSITE CONTENT FOR YOUR "ABOUT" PAGE
- WRITE WEBSITE CONTENT FOR YOUR SPEAKING PAGE

2-4 HOURS

- SCHEDULE YOUR SOCIAL MEDIA CONTENT FOR 2 WEEKS/ 1 MONTH
- COMPLETE THE "ABOUT" SECTION AND OTHER SECTIONS OF YOUR FB BUSINESS ACCOUNT TO REFLECT YOUR TAGLINE, BUSINESS ETC.

2-3 DAYS

- UPDATE YOUR LOGO
- SET UP AN ACCOUNTING SYSTEM FOR YOUR BUSINESS
- DO A FACEBOOK LIVE/ IGTV THEN POST TO YOUR BLOG
- UPDATE YOUR AUTO-EMAILS IN MAILCHIMP/CONVERTKIT

1 MONTH

- LAUNCH A WEBSITE
- LAUNCH A PODCAST
- LAUNCH A YOUTUBE CHANNEL