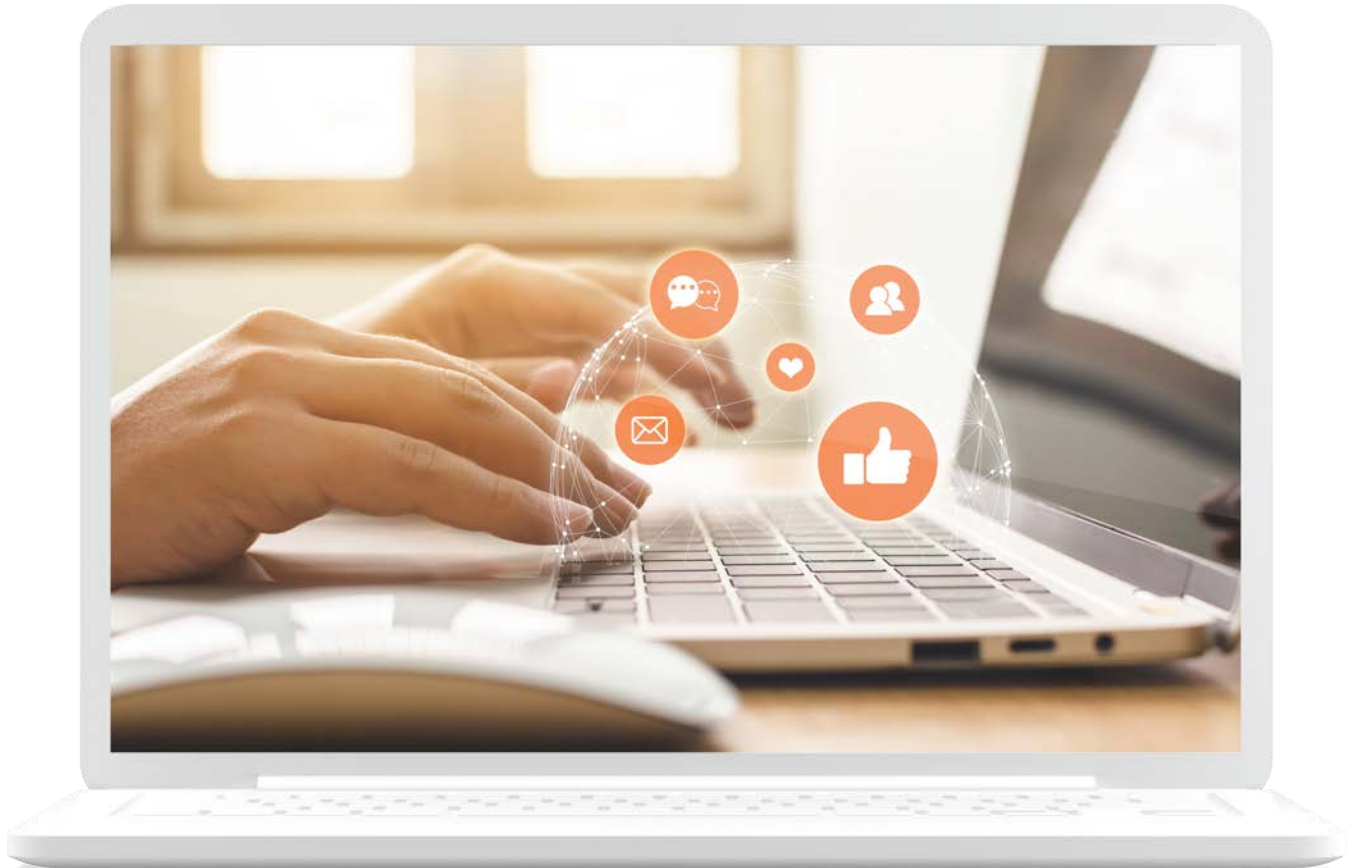




# 7 DAY PLATFORM PLAN

*Grow on Social Media in just 30 Minutes a Day*



*BY KATHI LIPP*

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Want to grow your social media platform without having to give up your day job?

Just because you CAN spend all day on social media, doesn't mean you HAVE to. The trick is to know what to do and when to do it.

This 7-day plan provides you with a daily schedule to grow your platform in just 30 minutes a day.

What we've done here is to list the actions that have the greatest impact when done consistently. You can always do more, but make sure that what you do take on is sustainable.

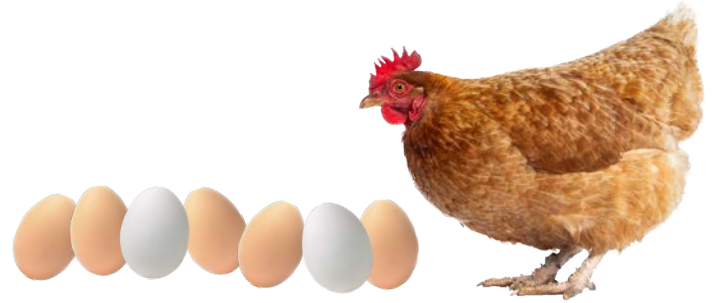


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### **DAY 1**

- Create a post and share a post
- Brainstorm 3 article topics
- Respond to comments on your posts

### **DAY 2**

- Create a post and share a post
- Hire someone on Fiverr or Upwork to create graphics for your articles
- Engage with other accounts

### **DAY 3**

- Create a post and share a post
- Create 3 social media posts for each of your blog posts, focusing on a single point per post
- Respond to comments on your posts

### **DAY 4**

- Create a post and share a post
- Publish a blog post and share on social media
- Engage with other accounts

### **DAY 5**

- Create a post and share a post
- Research online groups for writers or topical groups within your niche
- Respond to comments on your posts

### **DAY 6**

- Create a post and share a post
- Engage on different people's pages or online groups
- Find an online group to join from your Day 5 research, and introduce yourself

### **DAY 7**

- Create a post and share a post
- Comment on 5 posts in a group related to your niche.
- Respond to comments on your posts



**WRITING AT  
THE RED HOUSE**

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