

VIP Cashflow Accelerator



Your Content Calendar

Month _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Sample Calendar

Daily:

- New Post: quote, one line engagement question, your stand or opinion remember leaders have opinions, inspiration, book you're reading
- Messaging each new member directly. Follow the new member text script.

Weekly:

- Come up with a weekly theme
- Livestream masterclass training that leads to booking a call (all your content for the week can lead to this...for example: Monday engagement question related to topic, Tuesday a myth or mistake buster, Wednesday a teaser of what's possible on the other side of fixing the challenge and teaser to join masterclass next day where you solve the problem...meaning you sell your call and your offer solves the problem. Name your call based on the topic for the week.)
- Interview with another guest expert
- Highlight: your win, client interview, client testimonial, shout out to an existing member
- 3 pre-scheduled prompts per week for example: Win, Share, Ask
- Straight up offer to book a call with you or to self-select on a specific topic that you follow up behind the scenes
- Get interviewed or be a guest on someone else's platform
- Host a masterclass training or joint webinar with someone who already serves your audience

30 Day Livestream Challenge

- You will do this on your personal page or business page, wherever you have the most traction right now. You will direct people to your group, DM you privately, book a call or share/tag a friend.
- You will follow up with viewers who are active

Quarterly Special Events

I put these on the quarterly list, but you could pick one of these and run one event per month or every other month. The big thing here is don't overthink it! In the beginning, running regular events gets you massive visibility, engagement and lead generation. You **MUST** do at least one event per quarter. More is optional. As you get further along in your business, you will do less events but go bigger on them.

- Co-Creation Livestream where you host a panel of you + 4 other experts on a zoom masterclass that people opt in for. All experts mail their lists 5x. Minimum list size 3k, preferably 5k. You'll need contracts signed. You **ALL** share the list build for this. Each expert offers an optin during the live training. Those who sign up for your free gift (recommend you add optional phone number to optin page) during the training are **HOT!** Follow up with them and invite them to a call. **OPTIONAL:** each expert puts in a digital product that you bundle up and sell as package. Proceeds can go to charity and now you have a list of buyers. Again **FOLLOW UP** with your buyers. This is a **HOT** list.

- **5 Day Challenge** (I did 3 challenges in 6 weeks when I first started my FB group.) It's a great way to map out your content, have something to promote to build your group and an easy way to lead into your masterclass training where you'll make your offer and then lead into your follow up sequence.
- **Giveaway Series** where you bring in different experts over 5-30 days inside your group. Experts teach, train and give away handouts to help your members. You have the experts share to their following. You highlight yourself as the expert by doing roundups, highlights and hosting daily or weekly livestreams to help them sort through the info and turn it into bite size takeaways and action items.
- **Speaker Series Summit:** Where you bring on 21-40 experts that you interview. Each speaker has a minimum list size of 5k and mails their list 2-3x. Contracts are required. This is a bigger project than what is listed above. Hosting a summit 1-2x per year is a fab list build activity that lets you leverage the authority of the entire panel and establishes your expert status. **YOU DO NOT NEED** to have a list to do this. I hosted my very first summit when I had 20 people on my list and it grew by a few hundred. The next summit I hosted we had around a 3000 list build. Follow up is key here too.

Remember with each of these activities that 20% of your time should be spent on content creation and 80% of your time on promotion. You could have the best event in the world but if nobody knows about it, it will just be the best kept secret and you'll be broke.

It is 100% your responsibility to be consistent and to get the word out on the street.

Remember there are only three forms of traffic:

1. Free
2. Paid
3. Joint Venture

Traffic doesn't just magically appear. You **MUST** be visible and do something to generate interest and have something to offer (lead magnet, assessments, event or strategy sessions) to turn traffic into leads. This is an active process.

Free: Takes your time but is super high quality. This is your organic reach. Outreach and daily connections. 30 day video challenge on your personal and biz page. Hosting webinars, masterclasses, free calls. Being active in other people's FB groups or forums. Guest on podcasts or radio. Social media activity. Guest blogging. Local speaking/meetups/networking. Hosting a local workshop. Media appearance. Attending live events/conferences. Commenting on other relatable blogs. Guest expert in other people's programs. Follow up. Ideal client interviews. Become the star student in a program that caters to your ideal client (this is a great way to become friends with mentors and highlighted as an influencer).

Paid: We cover this with Facebook ads. I don't recommend other advertising at this point.

Joint Venture: This includes the summit, co-creation, giveaway, cross swap interviews, referrals, affiliate and join masterclass/webinar/training. This is **HOT** traffic because it is built upon the relationship that someone else has with their audience.

For example you follow Jane who is a dog trainer. Jane introduces you to Sarah and says she is the expert on dog communication. Now you automatically trust Sarah to know what she's talking about because you met her through Jane.

My Daily Activities:

What:

Where:

How:

When:

My Weekly Activities:

What:

Where:

How:

When:

This Monthly Activity:

What:

Where:

How:

When:

My FREE Promotional Activities Will Be:

What:

Where:

How:

When:

My PAID Promotional Activities Will Be:

What:

Where:

How:

When:

My JV Promotional Activities Will Be:

What:

Where:

How:

When:

Quarter #1: GOAL _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Quarter #2: GOAL _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Quarter #3: GOAL _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Quarter #4: GOAL _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____

Month _____ **Special Event:** _____