

# 21-Day Marketing Challenge



**Celestial University**  
MONTHLY LEARNING THEME

1. Review this list and select 21 marketing tasks you'd like to implement in September.
2. Use your September calendar to help you plan when you'll implement each task.
3. You may implement the same task more than once.
4. Watch our Facebook Group for prompts to report what you're working on.

## MINDSET/SPIRITUAL GROWTH

- Create a morning mindset ritual
- Read a mindset-related book
- Watch mindset-related video
- Start a daily gratitude journal
- Begin Morning Pages (see *The Artist's Way*)
- Hire a mindset coach
- Find a mindset accountability buddy
- Make goal cards
- Learn about EFT (emotional freedom technique)
- Find a guided meditation
- Do something that takes you out of your comfort zone
- Pull a Tarot/Oracle card
- Visit a numerologist
- Get your astrology birth chart done

## PERSONAL DEVELOPMENT

- Research conferences to attend
- Research workshops to attend
- Identify webinar to listen to
- Read/listen to a book
- Subscribe to a relevant magazine
- Subscribe to a relevant blog
- Join online school, academy, program
- Hire coach or healer
- Set aside personal development days on your calendar
- Identify volunteering and philanthropic opportunities

## MARKETING PLAN (in this order)

- Write your objectives
- Identify your target audience
- Do competitor analysis
- Write your unique selling proposition
- Write your key marketing messages
- Narrow down tactics
- Attach dates to each tactic
- Assign goals for each tactic
- Create marketing calendar
- Designate on calendar daily/weekly time for marketing
- Measure the results from each marketing tactic you implemented

## AUDIT YOUR CURRENT MARKETING

- Assess dormant social media accounts, and decide to re-activate or purge
- Look at metrics for your social media accounts and see how you can improve engagement
- Re-energize or delete your dormant blog
- Evaluate blog post topics that did well and make a list of related topics to write about
- Run a re-engagement campaign with your less-than-active email subscribers
- Audit your website to see what needs updating
- Look at your marketing collateral to determine what needs updating

## **VISUAL IDENTITY**

- Develop a logo
- Identify your brand colors
- Identify font types
- Create tagline
- Design or purchase website template
- Design e-newsletter template
- Design generic flyer template
- Design PowerPoint template
- Design social media account graphics
- Design signage
- Design product packaging
- Create your visual identity style sheet
- Hire branding expert

## **MARKETING COLLATERAL**

- Get professional photo
- Order business cards
- Order letterhead/stationery
- Get a name tag
- Get a magnet sign for your car doors
- Create a one-page "About Me" flyer
- Create flyer that lists your products or services
- Create a testimonial flyer
- Order promotional items
- Order banner
- Order sign
- Order tablecloth with logo on it

## **NETWORKING**

- Find a new networking group to attend
- Write your elevator speech
- Ask networking group president to put you on speaking calendar
- Track how many referrals and sales you get from each networking group you belong to
- Stash a box of business cards in your car

- Create process for how you'll follow up with new contacts you meet
- Follow up with networking contacts
- Set up "coffee dates" with key networking influencers and potential referral partners
- Join Facebook group
- Join LinkedIn group
- Connect to new people you meet through LinkedIn, Facebook, etc.

## **GETTING REFERRALS**

- Get mailing addresses for everyone who you can ask for a referral from
- Get email addresses for everyone who you can ask for a referral from
- Write a warm update letter and "snail mail" it to everyone who you have an address for
- Segment list into A (hot), B (warm), and C (cold) referrals (see *The Referral of a Lifetime*)
- Plan 12 months of warm update letters that you can "snail mail" (think of it as a campaign)
- Give a referral to a business owner you can help
- Identify entrepreneurs who have the same ideal client as you (but serves them differently) and reach out to be JV partners
- Create a thank-you process when you receive a referral
- Create a process to follow up with your referral partners
- Go on a coffee date with a potential referral source

## **BACK OFFICE OPERATIONS**

- Prepare contracts
- Record new voice mail greeting

- Get (800) number
- Select email marketing vendor
- Select cloud storage provider
- Select payment processor
- Designate legal business structure (LLC, corporation, etc.)
- Get EIN (U.S. only)
- Hire a VA
- Hire an accountant or bookkeeper
- Hire lawyer
- Hire creative help
- Hire tech support
- Hire business mentor/coach
- Hire marketing coach or consultant
- Purchase insurance
- Open business checking account
- Get business credit card
- Get membership to Sam's Club, Costco or similar warehouse club
- Sign up for rewards program from office supply store
- Reorganize files
- Reorganize desk
- Clean up hard drive
- Clean up cloud storage
- Find a remote office location
- Purchase a daily planner
- Purchase a planning workbook

## **SELLING**

- Write a love letter to your ideal client
- Create a "sales" email address (e.g. sales@mybusiness.com)
- Firm up your packages and pricing
- Create PDF flyer of your packages and pricing
- Add packages, programs, services to your website

- Create "Free Introductory Call" process so people can learn about your services over the phone
- Secure online scheduler
- Place links to your online scheduler on your website
- Create a "Hire Me" page on your website
- Write a pre-call survey to share with your sales prospect
- Write a "Free Introductory Call" script that you will follow
- Determine your "onboarding" process for new clients
- Write welcome letter or packet that sets expectations for working with you

## **SALES FOLLOW-UP**

- Determine how you will keep track of your sales prospects
- Research follow-up or CRM software
- Block time on your calendar every week for following up
- Write follow-up emails to every sales prospect
- Call every sales prospect
- Send "snail mail" to every sales prospect
- Send a small gift to every sales prospect
- Check out SendOutCards or Postable to help with following up
- Sign up for Amazon Prime to help with mailing gifts
- Hire sales assistant to help you

## **CLIENT RELATIONS**

- Set up a "support" email address so clients can reach you with questions (e.g. [support@mybusiness.com](mailto:support@mybusiness.com))
- Hire a customer service assistant

- Create process on how you'll acknowledge client birthdays, holidays and other important dates
- Plan for Holiday season with greeting cards, gifts
- Create process on how you'll thank your clients for referrals
- Plan surprise bonuses that you can give clients throughout the year
- Plan a "Customer Appreciation" day or event
- Decide how you'll keep in touch with clients once your time has ended
- Determine your refund policy
- Post refund policy on your website

## **TESTIMONIALS**

- Determine a date to ask for testimonials from current clients while they are still working for you (e.g. asking at half-way point)
- Create survey for clients to fill out that has testimonial questions
- Secure client photo through LinkedIn profile, Facebook page, website, etc.
- Write testimonials based on clients' survey responses
- Secure reviews on Facebook, Google and/or Yelp
- Ask for LinkedIn Recommendations
- Create a "Testimonials" page on your website
- Add a testimonial section to your e-newsletter
- Share a testimonial on social media
- Add a testimonial to your existing marketing collateral
- Make a graphic with your client photo and testimonial

## **CONTENT MARKETING**

- Post something on Slideshare (PowerPoint slides, PDF)
- Create graphic and share on social media
- Create an infographic
- Write book review, and post to Amazon, Goodreads and/or LibraryThing
- Write an industry report
- Write a manifesto
- Create a smartphone app

## **BLOGGING**

- Make a list of 50 blog post topics that you can write about
- Create an editorial calendar for the next 60-90 days
- Create checklist on how you'll promote your blog posts
- Write a blog post
- Create a standard call to action for the bottom of each blog post
- Write guest blog post
- Become contributor on a third-party website
- Ask someone to write a guest post for your blog
- Find someone to interview for a blog post
- Leave insightful comment on someone's blog post
- Evaluate your blog posts to see if they can be repurposed into another piece of original content

## **VIDEO MARKETING**

- Make a video with your smartphone or tablet
- Upload video to YouTube
- Upload video to Facebook
- Upload a video on IGTV

- Upload a video to LinkedIn
- Designate a “video” day and make several videos at one time
- Use Rev.com to create transcripts for your videos
- Hire a video editor
- Create an video intro
- Create a video outro
- Create a blooper reel
- Order back drop
- Buy tripod
- Buy Bluetooth remote control camera shutter
- Buy a microphone
- Buy selfie light
- Buy backdrop

## **LIVESTREAMING**

- Determine which livestreaming platform you want to use (Facebook Live, Instagram Live, YouTube Live, etc.)
- Create a calendar of when you’ll livestream and what topics you’ll discuss
- Designate certain days and times for livestreaming to make it like a regular show
- Shoot a spontaneous livestream using your preferred platform
- Promote upcoming livestream on social media
- Promote past livestreams on social media
- Download livestream files and archive on your YouTube Channel

## **PUBLIC SPEAKING**

- Determine your signature speech topic
- Create PowerPoint presentation around your signature speech
- Identify where you can deliver your signature speech

- Craft one email that can be repurposed and sent to organizations to ask if you can speak for them
- Develop a survey you can send to organizations who want to secure you as a speaker (ask questions about how many will be attending, do they have a projector/screen, etc.)
- Host your own talk
- Create a speaker one sheet
- Collect logos of organizations you have spoken for
- Ask for testimonials from people/organizations you have spoken for
- Add Speaker page to your website
- Create a sign-in sheet
- Create a raffle form
- Buy raffle gifts to keep on hand
- Create any handouts you will pass out during your presentation
- Create a process for adding audience members to your email list

## **WEBINARS**

- Find webinar software you want to use
- Determine topic
- Pick date
- Determine if you will record your webinar so people can listen to it later
- Shoot video to invite people to your webinar
- Create promotional graphics
- Write pull questions to draw people
- Set up landing page
- Write reminder emails for registrants
- Create promotional calendar and/or marketing plan
- Plan and write email invites to send to your list

- Work with JV partners to help promote your webinar
- Create flyer to distribute at networking meetings and other events
- Write press release
- Personally email key sales prospects to invite them to your webinar
- Make your slide deck
- Determine if you will make an offer at the end of your webinar
- Determine any fast-action bonuses
- Write post-webinar emails to your registrants (remind them of offer and bonuses)
- Measure results (how many signed up, how many showed up, how many listened to replay, how many took advantage of offer, etc.)

### **SOCIAL MEDIA (GENERAL)**

- Determine which social media sites are used by your ideal clients
- Participate in #TestimonialTuesday on Facebook, Instagram, or Twitter
- Participate in #ThrowbackThursday (or #TBT) on Facebook, Instagram, or Twitter
- Make a list of relevant hashtags
- Create guidelines for sharing personal information on social media
- Find one influencer or peer you want to connect with, and plan for how you will connect with him/her
- Find automation tool (e.g. Hootsuite)
- Create daily social media posting checklist

### **FACEBOOK GROUP**

- Create cover photo
- Determine up to three questions you'll ask perspective members
- Establish community guidelines

- Shoot welcome video
- Establish how people can be accepted into the group (open group vs. invite-only group)
- Identify your objectives
- Make a list of questions/content to post in your group
- Determine any questions or posts that will occur on a specific day each week
- Do a Facebook Live in your group
- Plan any special events
- Determine if you will give any discounts to your members
- Link your Facebook Group to your Facebook Page
- Make a marketing plan on how you'll attract more group members
- Check Facebook Group Insights

### **FACEBOOK PAGE**

- Create Facebook business page
- Update Facebook business page details
- Create new cover photo
- Add Call To Action button
- Create a posting schedule
- Organize your videos into playlists
- Use Facebook ads to attract new fans
- Use Facebook as your business page and comment on other pages' content
- Evaluate your Facebook page insights
- Share business page post in your Facebook Group
- Invite Facebook friends to like your business page
- Identify 4-5 other Facebook pages to benchmark
- Check Facebook Page Insights

### **TWITTER**

- Start a Twitter account
- Update Twitter account details

- Create new Twitter Profile Header
- Schedule a day's worth of tweets
- Retweet content from at least 5 different people
- Send tweet to influencer and say hi
- Find 10 new, high-quality Twitter followers (make sure to say hi)
- Create a [Paper.li](https://paper.li) and share on Twitter
- Create a Twitter list
- Participate in #FollowFriday (or #FF) on Twitter
- Find a Twitter chat to participate in (or create your own)
- Tweet a photo
- Tweet a YouTube video
- Thank people for their retweets and mentions
- Thank new followers
- Check Twitter analytics

## **INSTAGRAM**

- Start an Instagram business account
- Update Instagram account details
- Add circle around your Instagram profile photo (to make it stand out)
- Run a Instagram ad
- Follow 10 new Instagram users
- Post a graphic or picture
- Record a 60-second video and post
- Like or comment on another user's post
- Set up Instagram so that it cross posts on your other social media accounts (e.g. Facebook, Twitter)
- Make an Instagram Story
- Create Story Highlights
- Upload video to IGTV
- Create a reel
- Create a list of 30 hashtags to use for one post
- Check Instagram Insights

## **LINKEDIN**

- Start your LinkedIn profile
- Update photo (use professional photo)
- Update your LinkedIn profile
- Link new articles or blog posts that you've written to your LinkedIn profile
- Reconnect with someone through LinkedIn by sending message
- Join a LinkedIn group
- Unfollow LinkedIn groups you are no longer active in
- Post an article using LinkedIn publisher
- Comment, like, and/or share another LinkedIn user's status or content
- Create your LinkedIn Company page

## **PINTEREST**

- Start a Pinterest business account
- Claim your website
- Enable Rich Pins
- Add "Save" button to your website
- Make a list of keywords that you'll use on Pinterest
- Update Pinterest account details
- Create new Pinterest board
- Pin all of your original content (blog posts, videos, etc.)
- Update the descriptions for your existing boards (use keywords)
- Update the descriptions on your existing pins (use keywords)
- Determine if you can break up a board with a lot of pins into smaller boards
- Repin from 10 different Pinterest users
- Start a group board and invite others
- Comment on another Pinterest user's pin
- Find automation tool
- Check Pinterest Analytics



## YOUTUBE

- Create a YouTube channel
- Update channel details
- Create cover art
- Create channel trailer video for non-subscribers
- Delete or unlist old/outdated videos
- Make playlists of your existing videos
- Audit and update the descriptions of your videos
- Audit and update the tags used for your videos
- Check and update thumbnails
- Subscribe to 5-10 relevant YouTube channels
- Comment on one YouTube user's video
- Check YouTube Analytics

## YOUR WEBSITE

- Buy a domain name that contains your first and last name and redirect to your homepage
- Start a blog or website
- Investigate new Wordpress plug-ins
- Update a static page on your website
- Add an "As Seen In" box to your homepage
- Offer free gift on your homepage
- Add PopUp plug-in to promote your free gift
- Create graphic for your free gift
- Shoot welcome video for your homepage
- Make a list of keywords
- Ensure keywords are part of each page's meta tags and descriptions
- Connect your website with Google Analytics
- Add social media icons to your homepage

## INTERNET MARKETING

- Google your name
- Set up [Google Alerts](#)
- Buy Google Adwords
- Create an email signature (use [Wisestamp](#) if you need help)

## EMAIL MARKETING

- Determine how often you want to send out e-newsletter
- Determine the "flow" of your e-newsletter
- Brainstorm list of newsletter topics
- Create editorial calendar for newsletter
- Plan on how you'll grow your email subscriber list through telesummits, hosting webinars, one-time gifts and online challenges
- Create autoresponder series for new subscribers
- Analyze your email marketing reports/analytics
- Send surprise gift or bonus to current subscribers
- Send an email to your subscribers asking for their feedback on something
- Create a campaign to purge unresponsive email subscribers

## LEAD MAGNET/FREEBIE

- Create a freebie/lead magnet that you can give away in exchange for your ideal client's email address
- Create a landing page to for your freebie
- Create an autoresponder sequence to send after people opt in for your freebie
- Write marketing/promotion plan for your freebie
- Put freebie on your Facebook page through the "Call To Action" button



- Promote your freebie with a Facebook cover photo
- Do Facebook ads and point to the landing page about your freebie
- Announce freebie on social media
- Add freebie info to your business card
- Announce freebie to your networking groups
- Add freebie information to your social media profiles
- Add freebie information to your email signature

### **MEDIA RELATIONS**

- Write a press release
- Find online PR directories to post press releases to
- Research reporters to follow online (Twitter, LinkedIn)
- Start building relationships with key reporters
- Identify and reach out to podcasts that you can be a guest on
- Write a case study about your most successful client
- Subscribe to HARO (Help a Reporter Out)
- Follow #Journrequest on Twitter for media inquiries
- Make a media kit

### **ONLINE PROGRAM**

- Determine your course objectives
- Determine how long you want your course to go
- Determine how long you want your modules to be
- Figure out how you'll deliver the instruction (audio, video, webinar, livestream)
- Create modules
- Create any accompanying handouts
- Find an email system to help you deliver your modules
- Determine how you'll record your modules
- Open a Facebook group
- Create a landing page to sell program
- Write marketing plan on how you'll sell program

### **COMMUNITY BUILDING**

- Come up with a nickname for your community members (e.g. Celestial Ones)
- Create a Facebook group
- Plan a virtual party for your Facebook group
- Teach through Facebook Live in your Facebook group
- Set up an affiliate program
- Mail a personal letter or greeting card
- Add community members to your warm letter list
- Add community members to your e-newsletter list
- Mail a gift
- Feature a community member on your blog or social media

## WRITE-IN TASKS

Use these spaces to write in marketing tasks that don't appear on this Task List. Make sure to share your individualized tasks on our Facebook group. You never know; it may inspire another entrepreneur to implement the same task too!

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_