

CHECKLIST



Checklist

HOLIDAY MONEY MAKING CHECKLIST

Welcome! This power checklist is designed to keep you on track with your holiday money making plans. If you want to meet or even exceed your expectations, you should look this checklist from time to time. This checklist will keep reiterating the “process” over and over again! In as little time as possible.

PART 1 – STARTING OUT

To Get Started Do These Things:

- ☐ Know your most valuable skill as a worker
- ☐ What niche interests you the most
- ☐ What are your most commendable work traits
- ☐ How much time are you able to dedicate
- ☐ How much money do you have to invest (budget)
- ☐ How much money do you want to make
- ☐ Do you have your “expectation statement” placed in a visible place?
- ☐ What is the way you will be making your money, utilizing the skills and traits listed above?

PART 2 – RESEARCH & DECIDE

Research the following aspects and make informed decisions about where you are headed.

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- ☐ Research long tailed keywords with your niche, the holiday and target demo in mind
- ☐ What is the kind of competition you are facing for the targeted keywords
- ☐ How much money is required for set up
- ☐ Shipping details
- ☐ Revenue expectations (based on previous performance of your business or of competitors)
- ☐ Time commitment required per day and per week.

PART 3 — THE CALENDAR

Organize ALL Your holiday events with this calendar:

- ☐ Open any calendar app and go through every month
- ☐ Mark down any holidays that co-respond with your selected niche
- ☐ Have at least 1 holiday event to promote every month
- ☐ Mark the dates when you plan to start each holiday event
- ☐ Mark the end dates for each holiday event
- ☐ Mark the date you want to start preparing for the content for each holiday
- ☐ Write down all the promotions/products you will be endorsing for each holiday event e.g. flowers for Mother's Day
- ☐ Write down all the promotional material you will need ahead of time to launch the event properly
- ☐ Write down realistic estimates of stock required for each promotional event

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- ☐ Create a list of all the marketing content you will need to publish to generate traffic (include social media specifically)
- ☐ Mark the time you will start advertising the holiday event that promotes your products, on the calendar.

PART 4 – HAVE YOU THOUGHT OF EVERYTHING?

Use the following marketing powerlist to ensure you are doing everything you can to promote your holiday events

- ☐ Video marketing (YouTube, Vimeo etc.)
- ☐ Social media marketing (Facebook Fan Page, Twitter, StumbleUpon, Instagram etc.)
- ☐ Press Content (Press releases, reliable publication mentions etc.)
- ☐ Keyword targetting
- ☐ Article Marketing
 - Reviews
 - Lists (Top 10, Top 20 etc)
 - Price Comparisons
 - Technical Specifications
- ☐ Newsletter blasts to interested demographic
- ☐ Value adding promotions (buy more save more etc.)
- ☐ On and off site Testimonials
- ☐ Affiliate marketing
- ☐ Paid marketing (PPC through Bing, Google AdWords etc.)
- ☐ Other than these be as creative as you want to get traffic to your site!