

WORKSHEET

A STEP-BY-STEP
INSTRUCTION GUIDE
THAT WALKS YOU
THROUGH ALL OF THE
CHAPTERS OUTLINED
IN THE MAIN COURSE

TABLE OF CONTENTS

Introduction	3
Task1: What Do You Want to Do?	4
<i>Step 1: What are Your Skills as a Worker</i>	4
<i>Step 2: Work Ethic Strengths</i>	4
<i>Step 3: Special Interests</i>	5
<i>Step 4: How Much Time Can You Dedicate?</i>	5
<i>Step 5: What’s Your Start-Up Budget?</i>	6
<i>Step 6: What is Your Expectation Statement</i>	6
Task2: Where are You Headed?.....	8
<i>Step 1: Choose Wisely</i>	8
Task3: Start Your Engines!	9
<i>Step 1: What Path to Take?</i>	10
<i>Step 2: Narrow it Down!</i>	10
Task4: Planning for the Holidays.....	11
<i>Step 1: Get the Holiday Calendar Ready</i>	11
<i>Step 2: Don’t Get Slammed During the Holiday!</i>	12
<i>Step 3: Prep Time</i>	12
<i>Step 4: When to Market</i>	13
Task6: Marketing for the Holidays 101	13
<i>Step 1: Check it Off the List!</i>	13
Task7: What Not to Do.....	15
<i>Step 1: Pitfalls...?</i>	15
Time to Celebrate!	16

WORKSHEET

INTRODUCTION

Welcome to the working part of this package. If you felt like you have left out or missed some practical steps to make your holiday cash flow project on its way then you should be able to catch up here.

This worksheet is a supplement to the main eBook and should be treated as such. If you haven't read the book we strongly recommend you read it to get the most out of this package.

This worksheet will, however, take out through all the real-world steps to get you set up with a moneymaking plan for the next holiday on the calendar. What are you waiting for?

Let's get the plans going!

TASK 1: WHAT DO YOU WANT TO DO?

Through this first task we will focus those readers who have not yet found their online calling. You will assess your inter and intra personal skills and find yourself an online niche you can thrive in.

STEP 1: WHAT ARE YOUR SKILLS AS A WORKER

To figure out what you want to do you will start by listing at least three core skills as a worker. These could be skills you have picked up in school or at work but these just have to be actionable work traits e.g. Video Editor, Project Manager, Book Keeper, Creative Writer, Painter etc.

List your top skills here:

1: _____

2: _____

3: _____

STEP 2: WORK ETHIC STRENGTHS

Much like above you will list three personality traits that make you a good worker, e.g. creative, great time-management, goal driven, disciplined, etc.

List your top strengths as a worker here and remember, be realistic:

WORKSHEET

1: _____

2: _____

3: _____

STEP 3: SPECIAL INTERESTS

In this section, you will list at least three interests or hobbies you know a lot about or won't mind pursuing as a job. E.g. vintage fashion fan, jazz music enthusiast, art history buff, war history buff, custom car remodeling fan, plastic surgery enthusiast, holistic medicine buff etc.

List your three Interests here:

1: _____

2: _____

3: _____

STEP 4: HOW MUCH TIME CAN YOU DEDICATE?

Realistically assign the number of hours you are willing to spend on your online venture per week. E.g. 10 hours per week all the way up to 60 hours per week.

How much time can you invest?

_____ /week

WORKSHEET

Ideally, you will break this number into chunks that you can dedicate over the week and over the weekend.

STEP 5: WHAT'S YOUR START-UP BUDGET?

It is crucial to know how much money you have for setting everything up at the very beginning. This will ensure that you don't end up wasting your money on lower priority items.

First work out how much money you think you will need by doing a little market research. List it here:

Now the important part, how much money do you think you can spend? Fill it in below:

Do not worry if this number is lower than your cost estimate above. The beauty of online marketing is that you can always find a free or less expensive option, if you know where to look.

STEP 6: WHAT IS YOUR EXPECTATION STATEMENT

If you have read the book you will know what an "expectation statement" is. As a refresher it is a visual remainder of where you are headed and what skills you will most use to reach your goals. Using the information you entered above write a statement that will help you clarify where your strengths will shine most. E.g. "I will dedicate three

WORKSHEET

hours a day to make a lot of money using my skills as a talented and focused creative writer and researcher to connect with people with a similar holistic health interest like mine and create a generous income for myself investing no more than \$75 per month. My hard work will pay off when I connect with a targeted audience using my social media contacts and people's skills. Resulting in a healthy boost in income over the holidays"

Now write down your expectation statement:

TASK 2: WHERE ARE YOU HEADED?

Now that you have an idea of what you want to do you might want to decide on what is the best way for you to utilize your skills for maximum profit. This section will help you determine which road you want to take to make your cash.

STEP 1: CHOOSE WISELY

Keeping your personal and work skills, money expectations and time commitment in mind choose from the list below what you would like to do online to make money. You can select multiple options and then refocus yourself on one after doing a bit of research.

1. Direct Selling []
2. Freelancing []
3. Micro Jobs []
4. Social Media Expert []
5. Seasonal Service Provider []
6. Expert or Guru Advice Giver []
7. App Creator []
8. Gaming Enthusiast []

WORKSHEET

9. Affiliate Marketer []

10. Blogger []

11. Graphic Designer []

12. Customer Service or HR []

13. Other:

Fill out any others that we might have missed that correspond to your niche.

TASK 3: START YOUR ENGINES!

In this section we will figure out what you want to do to make money over the next holiday. Whether you are a seasoned marketer or a newbie who has just used the previous two tasks to figure out what you want to do this section will help you decide where you want to start.

WORKSHEET

STEP 1: WHAT PATH TO TAKE?

From the list below choose 2 to 3 ideas you are most interested in pursuing.

1. Creating & Selling a Digital Product []
2. Creating & Selling a Service []
3. Creating & Selling a Physical Product []
4. Promotion Existing Products with a Holiday Spin []
5. Promote Seasonal Products as an Affiliate []
6. Use Your Technical Skills as a Freelancer []
7. Become a Micro Jobber []
8. Other _____ []

STEP 2: NARROW IT DOWN!

From the selections you made above do some market research on:

1. Keywords
2. Expected Revenue
3. Competition

WORKSHEET

4. Time Commitment Per Week
5. Money Required for Setup
6. Shipping Costs and Times (if applicable)

After doing your research on all of these and any other aspects you might narrow down your choices from above to one. Write it down:

TASK 4: PLANNING FOR THE HOLIDAYS

Now that you know what you are going to do to make the money over the next holiday its time you figure out a strategy – a plan of action, if you will. If you follow these steps you should at the end have an actionable plan set up for all the holidays related to your niche for the next quarter, if not the year.

STEP 1: GET THE HOLIDAY CALENDAR READY

We have talked about the importance of developing a holiday oriented calendar for yourself and here we are giving you a final chance for sitting down and taking no more than 10 minutes to get this crucial step out of the way.

1. What you need to do is open up any calendar app or even a diary (if you must) and mark all the possible holidays related to your niche.

WORKSHEET

2. Make sure you have at least 1 holiday or event promotion every month.
3. It is also wise to choose no more than 2 holidays per month. Especially, if you are new to this. Choose holidays that will get you the most sales.
4. You should end up with 12 to 30 holidays you can promote your goods with.

STEP 2: DON'T GET SLAMMED DURING THE HOLIDAY!

In this step we want you to take that calendar and start marking out the amount of time you will dedicate to the particular holiday promotions. E.g. Christmas promotions start right after Thanksgiving and end on Christmas Day.

1. On the calendar mark down the dates when you will start each holiday event.
2. Similarly, mark down the end date for each event.

STEP 3: PREP TIME

The devil is in the details after all, that's why we want you to further specify on your calendar when you will start preparing for each event. You will probably need holiday related content, graphics and stock/inventory ready ahead of time if you want everything to go on time.

WORKSHEET

1. For each holiday mark down the amount of time you will need to prepare for the promotion.
2. Think of and write down all the possible things you will need to take care of ahead of time. This could include keyword research, content generation, graphics creation, shipping options set up, minisite creation, affiliate content creation etc.

STEP 4: WHEN TO MARKET

If you are planning a big promotion or sale you might need to think about creating “hype” before the actual event. E.g. you might want to announce to your readers in a newsletter that you are having an exclusive “Elli Tahari” accessory sale for Valentine’s Day ahead of time.

Think about when and how you will start promoting the event. The event will promote your products, if there is no interest in the event then there will be little in your products.

TASK 6: MARKETING FOR THE HOLIDAYS 101

Let’s together go through some of the essential steps you will follow to create a great marketing campaign around your product/s.

STEP 1: CHECK IT OFF THE LIST!

Go through the list below and check off most of not all of the below to start your holiday marketing.

WORKSHEET

1. Keyword Research [DONE]
2. Buy Domain Name/s [DONE]
3. Create Keyword Rich Content [DONE]
4. Create Promotional Graphics [DONE]
5. Figure Out What Items to Promote [DONE]
6. Figure Out the Holiday Specials (could be flash sales, buy 1 get 1 free or shipping discounts etc.) [DONE]
7. Value Adding Services (e.g. complimentary gift wrapping, free scented candle etc.) [DONE]
8. Paid Advertising Buy of Selected Keywords [DONE]
9. Test Your Website for Traffic Overload [DONE]
10. Provide Customer Service [DONE]
11. Other _____ [DONE]
12. Other _____ [DONE]
13. Others _____ [DONE]

Other than these essential marketing tricks be as creative as you want to be use the last three options to fill in creative ways you will create a

WORKSHEET

holiday buzz around your event among your target demo. Make videos, start a social media campaign, get reputable publications to write about you etc.

TASK 7: WHAT NOT TO DO

Now that we have looked at what we need to do in order to succeed we will go through a list of pitfalls you must avoid to keep your holiday plans primed.

STEP 1: PITFALLS...?

Go through the list below and make sure you have taken care of each of these before catastrophe strikes!

1. Have you planned your shipping details to the tee?
2. Do you have enough stock to last through the holiday?
3. Is your customer service responsive?
4. Are your keywords getting you the right results?
5. Is everyone on your mailing list aware of the event?
6. Is your website ready for the holiday traffic rush?
7. Are you really delivering on all your promises e.g. on time delivery, price matching etc.?

WORKSHEET

8. Are your analytical tools set-up to generate holiday oriented reports?
9. Have you missed any latest developments in your niche?

TIME TO CELEBRATE!

That's it! You are ready – or should we say your business is ready for the next holiday. Stay ahead of the curve by literally staying ahead of the curve. Use your holiday strategy calendar and make sure you stay on track, meeting all your event deadlines.

As the French say, “Bonne Chance”!