

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)

Generating a lot of traffic to your website isn't a matter of *"do it once and forget about it."* Instead, the key to success is to take consistent steps every week to grow your traffic. That's why I suggest you create a weekly schedule so that you know what steps you need to take every day.

The good news is that I've already done most of the work for you. You can take this five-day workflow schedule and tweak it to suit your needs.

For example, if you have more time in your day, then add more tasks. If you have less time in your day, then cut back some of the tasks (*but don't eliminate traffic generation during any of the five days of your week*).

*Here's your schedule...*

### Day 1: Content Marketing

There are a variety of content marketing tasks you can do to grow your traffic. Some of the following tasks will take longer than others.

For example, it may be easy for you to create and send an email, but perhaps producing a video takes longer.

In addition, some of these tasks don't need to be completed every single week.

For example, you should send an email to your list and post on your blog at least once a week. However, you don't need to create a new lead magnet every week, so schedule that every month or two. (*Or work on a little bit of it each week for a month or two until it's done, if you'd rather spread out the work rather than do it all at once.*)

As such, you'll want to prioritize these tasks and then complete them over multiple weeks. How many you do in any given day depends on your schedule but be sure you're doing at least one.

## **Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)**

- ⇒ Do market research so you know what topics to write about.
- ⇒ Create and send an email to your mailing list.
- ⇒ Create and publish a post for your blog.
- ⇒ Create a guest post and submit it to blogs that accept guest authors.
- ⇒ Spend time finding new guest blogging opportunities.
- ⇒ Create a lead magnet.
- ⇒ Create a video and post it on YouTube.
- ⇒ Create a slide-presentation and post it on SlideShare.net.

**NOTE:** Content for your social platforms will be covered on Day 3.

You can create a wide variety of content to send to your mailing list and post on your blog.

Examples include:

- ⇒ How to articles.
- ⇒ Tips articles.
- ⇒ List articles.
- ⇒ Case studies.
- ⇒ Product reviews.
- ⇒ Product comparisons.
- ⇒ Direct-response ads.
- ⇒ Checklists.

## **Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)**

- ⇒ Infographics.
- ⇒ Worksheets.
- ⇒ Templates.
- ⇒ Swipes.
- ⇒ Planners.
- ⇒ Cheat sheets.
- ⇒ Videos.
- ⇒ Audios.
- ⇒ A blog or email that's part of a multipart series.
- ⇒ And similar content.

Next...

### **Day 2: Partner Marketing**

This is all about finding, recruiting and supporting affiliates and joint venture (JV) partners. This workflow assumes you already have an affiliate program set up. If not, you'll need to work on that first and then prioritize and work on the following tasks. *(Again, you may spread these out over time, but be sure you complete at least one task on Day 2 of your workweek.)*

- ⇒ Research to find potential new affiliates and JV partners.
- ⇒ Start building relationships with potential partners. *(Over time.)*
- ⇒ Send potential partners an invitation to partner with you or join your affiliate program.

## Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)

- ⇒ Create and send your affiliates a new piece of content to help them promote your offers. (E.G., *rebrandable report, email, blog post, etc.*)
- ⇒ Send an email to marketing partners to motivate them.
- ⇒ Send affiliates coupon codes to help them promote your offers.
- ⇒ Propose new activities with existing JV partners (e.g., *"Let's swap blog content" or "Let's do a webinar together"*).

**NOTE:** You'll want to plan to set up and run regular promos and affiliate contests (such as *quarterly*) to help encourage marketing partners to promote your offers.

### Day 3: Social Media Marketing

For this category, I'll assume you're all set up on the social media platforms of your choice (such as *Facebook, Twitter, LinkedIn and similar*). Here are your tasks once you're set up:

Create and send a piece of content to your platforms. Examples are similar to the content in Day 1, except focus on short content that's easy to consume and share (*short videos, infographics, memes and similar*).

- ⇒ Plan and design a viral campaign with a particularly engaging piece of content.
- ⇒ Create the content for your viral campaign and post it alongside a call to action.
- ⇒ Be sure to monitor your campaigns to see what's working for you (see *Day 5 below*).

### Day 4: Paid Traffic

Tasks to complete:

## **Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)**

- ⇒ Find new paid ad opportunities such as niche sites, Facebook Ads, Google Ads, YouTube ads, and similar.
- ⇒ Do your due diligence for each potential opportunity.
- ⇒ Create and place a paid ad.
- ⇒ Check your existing ads to be sure they're running well.

Note that once you get several ad campaigns up and running effectively, you just need to focus on and monitor those that get you the best results.

*Which brings us to the final day of the week...*

### **Day 5: Optimization**

You want to set aside one day of the week to work on optimizing your traffic campaigns. You should be testing and tracking your campaigns, and on this day, you can check your results and create new ads/campaigns to test against your control.

You can set up different tests each week such as:

Emails:

- ⇒ Subject line.
- ⇒ Preview line (*opener*).
- ⇒ Offer you're promoting.
- ⇒ Call to action.
- ⇒ Overall design of the email.

Paid Ads:

- ⇒ Headline.

## **Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)**

- ⇒ Body copy.
- ⇒ Graphic.
- ⇒ Audience you selected.

### **Blog content:**

- ⇒ Title.
- ⇒ Opener.
- ⇒ Offer you're promoting.
- ⇒ Call to action.
- ⇒ Any graphics you include.

### **Social media content:**

- ⇒ First line/title.
- ⇒ Type of content (*meme, tip, video, quote, infographic, etc.*).
- ⇒ Time and day you post it.
- ⇒ Where you post it (*Facebook, Twitter, etc.*).

### **Lead page/lead magnet:**

- ⇒ Title of lead magnet.
- ⇒ Lead magnet graphic.
- ⇒ Lead page title.
- ⇒ Bulleted list of benefits.

## **Tool #10 - The Daily Schedule For Getting Daily Traffic (Your 5-Day Workflow)**

⇒ Call to action.

⇒ Overall design of the page.

Again, pick at least one category per week (*preferably more if your schedule permits*) and test at least one factor (*preferably more*) from that category.

### **Go Get Started!**

Go ahead and tweak this schedule to fit your needs and then put it to work for you! If there is a certain marketing strategy that you use instead of what I've listed here then add your own. It's totally up to you WHAT you do, but you MUST work each day to keep the traffic coming in!