

## DAILY ACTIONS PLANNING

Date: \_\_\_\_\_

Task/Project	Key Elements	Stepping Stones
<b>Create Facebook PPC Ad</b> (Assumes you have a "lead magnet" for free give-away, and an offer to present to customers who are interested in this item. Example - Facebook Cheat Sheet give-away that promotes Facebook Ad training course.)	Create Ad Image & Copy	Use Canva.com for image creation (FB ad template)
		Use Keyword info below for help with copy
		Use Winning Headline Formula for HL creation
	Research Targeting	Use Google Keyword Research Tool for Keywords
		Use FB Ad "Interests" to find Keywords
		Alternate: relate keywords to people targets follow on FB
	Create Capture Page & Thank You Page for Offer	Use Ad Copy/Image; Simple Thank You Page from System Capture Page Builder; redirect to offer after TY.
		Integrate with Aweber (Email Autoresponder)
		Test the links

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Post article to my blog	Use notes from webinar	Free and Paid Traffic topic
		How to use both for your business
		Where to find more help for traffic
	Create Feature Image	Use Canva.com for correct dimensions (630 x 315 pixels)
		Use royalty free images (not google images)
		Use colorful text with the image
	SEO	After writing in the WYSIWYG editor of Wordpress...
		At least 2-3 links to outside sites, plus one internal
		keyword in title, body, head2, head3

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