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**SN Action Plan for Company Name**

**Client: Client Name  
Website: xxxx.com**

**1. Biz Overview // Current Moving Pieces**

* Development of additional/current products and autoresponders/funnels for promoting
* Funnel is non-existent - needs to be built from the ground up  
  List building efforts- lots of opportunity for JV partnerships, FB ads, social media, FB lives
* Systems are present but not documented
* Lots of social media followers but weak strategy and room for automation
* Setting up a better means for managing contacts and emailing based on client purchase/experience

REVENUE GENERATING PROGRAMS

* On on one

We will not be focusing on this, and this may need to come off the website or be more clear

* Guides
* Return to Rhythm
* Spring Guides
* Summer Guides
* Autumn Guides
* Winter Guides
* Full Year Guides
* Whole Family Birthdays
* Creating a Family Nature Table
* Whole Family Traditions
* Herb Guide (in development)

GOALS FOR THIS YEAR

* Grow the list and migrate to a more robust email management platform
* Explore the possibility of printing the full guide
* Create better autoresponders for product purchases// tailor emails to go out to people who have purchased X but not Y
* Put an upsell in place to offset the cost of running FB ads
* Set up a webinar process//FB live (Christing create a leadpage for this)//reminder emails//zoom link
* Integrate woo commerce and Activecampaign so we can segment list based on purchase behavior
* Pixel installed - done
* Google Analytics installed - done
* Site migration - done
* Grum for instagram social media strategy scheduling
* Pinterest social media strategy and scheduling
* System for repromoting old blog posts
* System for boosting every new blog post

**2. Objectives // Priorities // Timeline**

**MAY**

* Systems creation- blog // webinar
* Standard operating procedures for current recurring tasks
* Active campaign set up // integration with woocommerce
* Mother’s day promotions
* Hashing out editorial & social media calendar // scheduling
* Editorial calendar and launches

**JUNE**

* Daily Rhythm optin landing page
* Daily Rhythm optin landing page
* Webinar System // SOP
* Autoresponder with indoctrination based on the seasons

**JUNE-AUG**

* Run FB ads
* FB ads creatives and copy
* Systems creation
* Standard operating procedures for current recurring tasks
* List Building + prepping FB ads for the new opt-in + upsell
* FB as audience strategy & brainstorming
* FB ads set-up, optimizing audiences + ads
* Meagan to ramp up reaching out to JVs