

# 3-Month Growth Checklist

## Hey fellow founder,

I appreciate you taking time to access this resource. I’m confident it will be a MASSIVE asset to your growth and success.

Over the past 14 years, I’ve spent millions to sit under leading experts from YouTube, Complex, Google, Morning Brew, NowThis, BuzzFeed, and Meta...

- ⊕ I’ve learned the best frameworks for scaling content, scaling brands, and building revenue – and invested 40,000+ hours into developing mastery of these frameworks.
- ⊕ Along the way I’ve created over 36,000 pieces of content, built 4 successful businesses, and my current business portfolio generates over \$6M a year in revenue.
- ⊕ I’ve shared some of those exact systems with you on the workshop, and I’ve created this checklist to help you reach the goal of adding \$20k in new monthly revenue.
- ⊕ I’ve shared some of those exact systems with you on the workshop, and I’ve created this checklist to help you reach the goal of adding \$20k in new monthly revenue.

This checklist contains a 90–day snapshot of the steps I took to build my personal brand from 0 followers to 1.5M and go from \$0 to \$200,000+ months.

I can’t promise you’ll get the same results I’ve had – but you can act confident knowing this checklist consists of battle–tested principles I’ve developed myself.

Now, if you’d like to get my personal support with executing this checklist...

...and get my proven blueprint to grow your brand to \$100k PER MONTH or more...

(...not to mention join an amazing community of fellow founders that can encourage you on your journey...)

Then you should apply to join my Founder OS Program.

>>>You can apply here

I’ve designed the program to be the closest thing to a “guaranteed path to success” as humanly possible.



Rob Hoffman

Contact Studios

“I’ve closed more than \$100k in new contracts.”

The results I've gotten from taking the Founder OS program have been nothing short of incredible. 2–months into Founder OS and I've already grown 15,600 followers across Twitter and LinkedIn, gotten more than 100 leads for my business, and closed more than \$100k in new contracts. It's all from using the strategies I learned from Matt in this program! I can't recommend Founder OS Program more.

If you’d like to start making money with your brand faster and get the support to ensure you reach your goals, I’d like to invite you to apply to join Founder OS.

I have no doubt it will change your life.

>>>You can apply here

Having said that, here’s the daily checklist for generating an additional \$20k in revenue each month.

I’m cheering you on. And can’t wait to hear about your success.

Let’s win together 🙌  
Matt



# Determining Your Audience

Before you can grow a following of 1,000,000 – you need to start with your first 10, 100, and 1,000.

But we don’t want just any 10 people.

We want 10 of your ideal follower, so we can grow the right type of audience.

If you don’t know your ideal audience member, there’s a little formula I use to help determine this.

Who can you help + who cares + who can buy = Ideal audience member

This formula is important because it helps you strip away the wrong type of core audience members. Let’s quickly run over what each of these factors mean, and then I’ll share some questions you can use to help determine your ideal audience member.

Here’s a chart you can use to help guide you.

Who can we help?	Who cares?	Who can buy?	Our Ideal Audience Members

## 1 Who Can You Help?

There are 7.8 billion people on the planet. Odds are, you can’t help all of them. The first step to determining your ideal audience member is to nail who can actually benefit from the product you offer.

## 2 Who Cares?

Just because your service or product is a great fit for a lot of people, doesn’t mean that they’re going to want to buy from you. You don’t want to have to persuade or convince people that what you offer is amazing.

We want them to already be somewhat (or very) passionate about what you do. Passion leads to a committed following, and will help generate hype around what you do. This cultivates more organic growth in the long run.

## 3 Who Can Buy?

We all have to pay our bills right? At the end of the day it’s not enough to have passionate followers, you also have to have an audience that can afford to regularly purchase from you. One million followers doesn’t mean much if no one will ever buy from you. Now that we’ve covered these factors, it’s time for you to determine your ideal audience member.



# Daily Checklist for Rapid Growth

**\*\*Note:** This daily checklist assumes a repeating 7–day pattern with specific tasks for each day of the week. Adjust as needed based on your availability and progress.

**Now that you have your audience dialed in, it’s time to get started with the actions that will help you generate massive growth.**

**This guide focuses on the combo of Twitter + LinkedIn (where I started) but the steps outlined below are relevant for any social platform you may choose to begin your journey on.**

## Weeks 1-4: Establish Your Expertise & Platform

### Goals:

- ⊕ Identify your 4 content categories (topics).
- ⊕ Determine the outcomes people can achieve with your help.
- ⊕ Begin creating a content backlog that to provide value and insight into your chosen categories (and get off the content hamster wheel).
- ⊕ Select 2 platforms to post your content and begin networking with industry leaders (I started with Twitter and LinkedIn when I began my journey).

### Weekly Assignments:

#### Day 1 (Monday):

- Create clear 30 days business goals (5) and personal goals (5)
- Create and schedule weekly content for 1 hour (Twitter + LinkedIn) Want help with this? [I cover how to create a 60–Day Content Queue in Founder OS](#)
- Research relevant industry news and trends for 30 minutes
- Add/follow 20 new people in your target audience or industry
- Reach out to new connections + DM dream customers and convert to sales.

#### Day 2 (Tuesday):

- Reply to people in your audience for 30 minutes
- Implement product updates/improvements
- Add/follow 20 new people in your target audience or industry
- Reach out to new connections + DM dream customers and convert to sales

#### Day 3 (Wednesday):

- Implement product updates/improvements for 30 minutes
- Add/follow 20 new people in your target audience or industry
- Reach out to new connections + DM dream customers and convert to sales
- Reflect on the effectiveness of your approach for 15 minutes

#### Day 4 (Thursday):

- Reply to people in your audience for 30 minutes
- Implement product updates/improvements for 30 minutes
- Add/follow 20 new people in your target audience or industry
- Reach out to new connections + DM dream customers and convert to sales

#### Day 5 (Friday):

- Reply to people in your audience for 30 minutes
- Curate content ideas from LinkedIn (saves) and Twitter (bookmarks) for 30 minutes
- Add/follow 20 new people in your target audience or industry
- Reach out to new connections + DM dream customers and convert to sales

#### Day 6 (Saturday):

- Create a 30–day queue of content in 1 hour
- Reply to people in your audience for 30 minutes
- Reflect on the effectiveness of your approach for 15 minutes

#### Day 7 (Sunday):

- Plan your next 7 days
- Ensure all content is scheduled for the week across your social media channels
- Reply to people in your audience for 30 minutes

\*Repeat these daily tasks for Weeks 1–4. Adjust your schedule accordingly. The above approach is one way of doing things – not the only way.

# Daily Checklist for Rapid Growth

## Weeks 5-8: Engage Your Audience & Refine Your Approach

### Goals:

- ⊕ Ramp up your content production – have content scheduled for 60 days to get off the content hamster wheel. Want help with this? I cover how to create a 60–Day Content Queue in Founder OS
- ⊕ Offer 1:1 consultations for those who could benefit from your expertise and match your dream customer profile
- ⊕ Complete 20 consultations to determine target demographics and promised outcomes
- ⊕ Reflect on the effectiveness of your approach, identifying areas for improvement and potential resources to enhance value. Close 5 new clients.

### Weekly Assignments:

#### Day 1 (Monday):

1. Ensure all content is scheduled for the week
2. Send direct messages to 10 accounts that interact with your content
3. Schedule and conduct 2 consultations for those who could benefit from your expertise

#### Day 2 (Tuesday):

1. Reply to people in your audience for 30 minutes
2. Send direct messages to 10 accounts that interact with your content + convert to sales
3. Research and explore potential resources to enhance value for 30 minutes

#### Day 3 (Wednesday):

1. Reply to people in your audience for 30 minutes
2. Send direct messages to 10 accounts that interact with your content + convert to sales
3. Schedule and conduct 2 consultations for those who could benefit from your expertise
4. Reflect on the effectiveness of your approach for 30 minutes

#### Day 4 (Thursday):

1. Reply to people in your audience for 30 minutes
2. Send direct messages to 10 accounts that interact with your content + convert to sales
3. Schedule and conduct 2 consultations for those who could benefit from your expertise

#### Day 5 (Friday):

1. Reply to people in your audience for 30 minutes
2. Send direct messages to 10 accounts that interact with your content + convert to sales
3. Schedule and conduct 2 consultations for those who could benefit from your expertise

#### Day 6 (Saturday):

- ⊕ Reply to people in your audience for 30 minutes
- ⊕ Reflect on the effectiveness of your approach for 15 minutes
- ⊕ Send direct messages to 10 accounts that interact with your content + convert to sales

#### Day 7 (Sunday):

- ⊕ Reply to people in your audience for 30 minutes
- ⊕ Send direct messages to 10 accounts that interact with your content + convert to sales

\*Repeat these daily tasks for Weeks 5–8. Ensure content queue is scheduled for 60 days for LinkedIn and Twitter so you are off the content hamster wheel.

#### If you need further help with:

- ⊕ Accountability
- ⊕ Mentorship
- ⊕ Guidance
- ⊕ Getting Unstuck
- ⊕ Converting Your Dream Customer to Sales

[Apply to join Founder OS Program here.](#)



# Daily Checklist for Rapid Growth

## Weeks 9-12: Build Your Community & Monetize Your Services

### Goals:

- ⊕ Build your community membership offer
- ⊕ Develop longer-form content, such as case studies and breakdowns of your teaching processes
- ⊕ Set up a [Webflow](#) or [Kajabi](#) website with Stripe checkout and Calendly 1:1 link to streamline client onboarding and payment
- ⊕ Offer a paid community membership after each consultation, with features like daily standup, weekly Q&A, and monthly goal check-ins
- ⊕ Set up a [paid community using Skool](#)
- ⊕ Increase the amount of high-ticket sales you make
- ⊕ Get testimonials from people you help using [Testimonial.to](#)

### Weekly Assignments:

#### Day 1 (Monday):

1. Ensure all content is scheduled for the week across all social platforms
2. Reply to people in your audience for 30 minutes
3. Send direct messages to 10 accounts that interact with your content + convert to sales
4. Schedule and conduct 2 consultations, adding participants to your private membership
5. Develop longer-form content, such as case studies and breakdowns of your teaching processes
6. Review community engagement, gather feedback, and make improvements

#### Day 2 (Tuesday):

1. Send direct messages to 10 accounts that interact with your content + convert to sales
2. Reply to people in your audience for 30 minutes
3. Schedule and conduct 2 consultations, adding participants to your private membership
4. Launch your [paid community membership in Skool](#)

#### Day 3 (Wednesday):

1. Send direct messages to 10 accounts that interact with your content + convert to sales
2. Reply to people in your audience for 30 minutes
3. Schedule and conduct 2 consultations, adding participants to your private membership
4. Develop longer-form content, such as case studies and breakdowns of your teaching processes
  - a. The case studies should live on your website and can also be shared with potential community members/clients
5. Reflect on the effectiveness of your approach for 15 minutes

#### Day 4 (Thursday):

1. Send direct messages to 10 accounts that interact with your content + convert to sales
2. Reply to people in your audience for 30 minutes
3. Schedule and conduct 2 consultations, adding participants to your private membership
4. Develop longer-form content, such as case studies and breakdowns of your teaching processes

#### Day 5 (Friday):

1. Send direct messages to 10 accounts that interact with your content + convert to sales
2. Reply to people in your audience for 30 minutes
3. Schedule and conduct 2 consultations, adding participants to your private membership

#### Day 6 (Saturday):

1. Reply to people in your audience for 30 minutes
2. Reflect on the effectiveness of your approach for 15 minutes

#### Day 7 (Sunday):

1. Reply to people in your audience for 30 minutes

\*Repeat these daily tasks for Weeks 9-12..



**Following this daily checklist for each of the 90 days will help you stay on track, focused, and making consistent progress toward growing your following - and ultimately - adding an extra \$20,000/month in new revenue.**

Of course, this is just one path to make money with your personal brand.

There are many ways to monetize your following, and you might find that different platforms are better for your ideal client.

If you find yourself feeling overwhelmed, needing extra support, or not sure in which direction to go with your brand...

**I’m here to help.**

I designed Founder OS to take all the guesswork out of being a founder, and give you a clear path to success...

As well as the community and support to ensure you reach your goals.

**Just see for yourself what some of your fellow founders have said about the program:**

Can’t believe I’ve worked without you. Since beginning to work together I’ve grown Foreplay’s MRR 3.5x in the last 60 days thanks to the systems you’ve given me. I can’t imagine building a business without you. Founder OS Program has helped me thoughtfully build a sick business, land my targeted audience, and develop a clear plan to a lifestyle and customer base I am excited for. Can’t thank you enough!

**Zach Murray**  
Zach Murray Founder and CEO of Foreplay

If you’d like to start making real money with your passion and skills, and get my support to help bring your vision to reality...

I’d like to invite you to apply for my Founder OS Program.

[>>>You can apply here](#)

**I look forward to seeing you crush it.**

“Prior to working with Matt, I believed building a personal brand was a waste of time and a distraction to building my business. After reading several of his emails, I was convinced it was worth a try. Since learning Matt’s systems I’ve grown my LinkedIn following to 25k, launched a podcast that does 2.5M downloads per month, and have surpassed my first \$1M ARR in my new SaaS business.

If you’re looking to grow your reach, engage big audiences, and drive monetization for your business Matt has tools you can implement immediately. No matter where you’re at, you can start with Matt. Thank you for sharing your secrets Matt. I appreciate you!!”

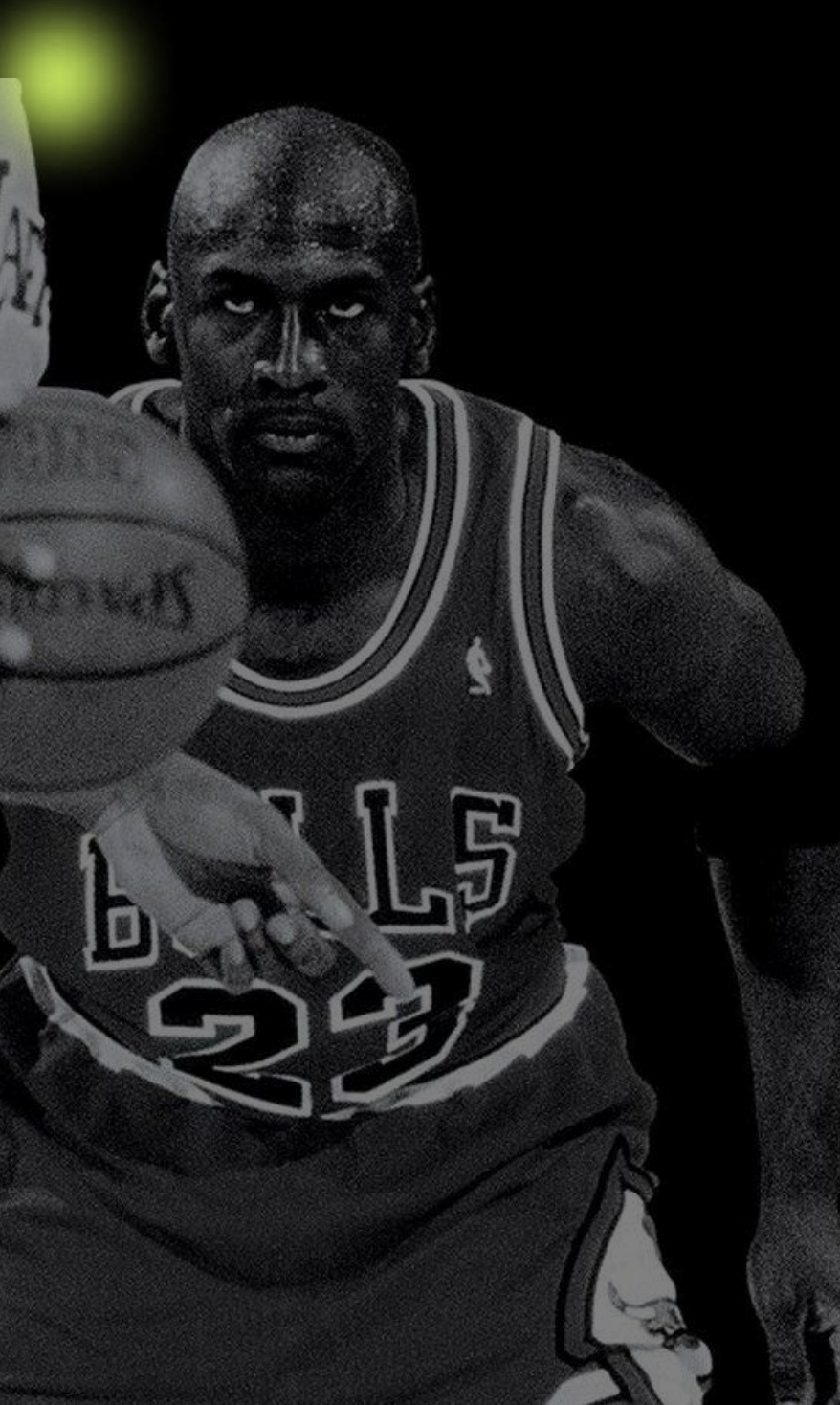
**Steve Gatena**  
Founder, Pray.com

Matt’s program is like a crash course to entrepreneurship. It cuts through all of the noise out there and provides you with extremely valuable, no bullshit guidance from someone who’s built three successful companies. I feel like I’m in the fast lane of entrepreneurship as a result. This program helped me avoid so many mistakes and helped me do things far more efficiently than I otherwise would have.

**Nicole Murphy**  
Founder and CEO of Tall Size & Owner of a marketing consulting business

And one last thing before I go. Remember:

- ⊕ Excellence is a habit
- ⊕ Progress over perfection
- ⊕ Show up every damn day
- ⊕ Don’t overthink it – Just ship it



**“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. Twenty-six times I’ve been trusted to take the game-winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.”**

—Michael Jordan

If you need accountability, mentorship, guidance, and a guaranteed plan to surpass \$20k per month in extra income [apply to join Founder OS Program](#)