

# 90-DAY LAUNCH PLAN: SCHEDULE BOOK SYSTEM

## 90天启动计划：日程管理系统

**Launch Timeline | 启动时间线:** Day 0 to Day 90 (3 Months) | 第0天到第90天（3个月） **Starting Assets | 起始资产:** ☒ Website: schedule-book.cc | 网站 ☒ GitHub Repository: Complete system | GitHub仓库：完整系统 ☒ 4 Notion Templates (ready to sell) | 4个Notion模板（可销售） ☒ N8n automation workflow (in development) | N8n自动化工作流（开发中） ☒ PDF/Visio/Excel source files | PDF/Visio/Excel源文件 **Launch Goal | 启动目标:**

- Revenue | 收入: \$2,500-5,000
- Email subscribers | 电子邮件订阅者: 500-1,000
- Paying customers | 付费客户: 50-100
- Social media followers | 社交媒体粉丝: 1,000+

### 暂定计划启动周期

- 2025年11月10日 - 2026年2月10日

## PHASE 1: FOUNDATION (Days 1-30)

### 第一阶段：基础建设（第1-30天）

**Goal | 目标:** Prepare products, build infrastructure, create content library

准备产品，建设基础设施，创建内容库

# WEEK 1 (Days 1-7): Product Packaging & Website Setup

## 第1周（第1-7天）：产品包装与网站设置

### DAY 1-2: Product SKU Definition | 第1-2天：产品SKU定义

**Objective | 目标:** Package your existing assets into sellable products

将现有资产打包成可销售产品

#### Morning Session (3 hours) | 上午时段（3小时）：

##### ✔ TASK 1.1: Define Product Tiers | 任务1.1：定义产品层级

Create these SKUs based on what you have:

根据您现有资产创建这些SKU：

1. **FREE Tier | 免费层级**: - Product Name | 产品名称: "Schedule Book Starter Kit" - Contents | 内容: - Current GitHub PDF files (black & white) | 当前GitHub PDF文件（黑白） - Basic print guide | 基础打印指南 - Quick start video (5 min) | 快速入门视频（5分钟） - Purpose | 目的: Lead magnet for email list | 电子邮件列表引流磁铁 - Delivery | 交付: Gumroad free download | Gumroad免费下载 2. **DIGITAL BASIC - \$19 | 数字基础版 - 19美元**: - Product Name | 产品名称: "Schedule Book Digital Collection" - Contents | 内容: - All 4 Notion templates | 全部4个Notion模板 - Color PDF versions (3 themes: minimalist, corporate, creative) | 彩色PDF版本（3个主题：极简、企业、创意） - Excel WTS template | Excel WTS模板 - Setup tutorial videos (3×10 min) | 设置教程视频（3×10分钟） - Delivery | 交付: Instant Gumroad download + Notion template links | Gumroad即时下载+Notion模板链接 3. **DIGITAL PREMIUM - \$39 | 数字高级版 - 39美元**: - Product Name | 产品名称: "Complete Productivity System Bundle" - Contents | 内容: - Everything in Basic | 基础版所有内容 - 5 PDF color themes | 5个PDF彩色主题 - Bilingual versions (EN/CN) | 双语版本（英/中） - Dalio's 5-Step Process implementation guide (PDF, 20 pages) | 达里奥五步流程实施指南（PDF，20页） - 1-year access to future updates | 1年未来更新访问权 - Private community Discord access | 私人社区Discord访问权 - Delivery | 交付: Gumroad + email with all links | Gumroad + 电子邮件附所有链接 4. **NOTION SPECIALIST - \$29 | Notion专家版 - 29美元**: - Product Name | 产品名称: "Notion Productivity Workspace" - Contents | 内容: - All 4 Notion templates with advanced features | 全部4个Notion模板附高级功能 - Template customization guide | 模板定制指南 - Video walkthrough for each template (4×15 min) | 每个模板视频演示（4×15分钟） - 30-minute 1-on-1 setup consultation (optional add-on +\$50) | 30分钟一对一设置咨询（可选附加+50美元） - Delivery | 交付: Notion template duplicates + Loom videos | Notion模板副本+Loom视频 **Action Items | 行动项:** ☐

Write product descriptions for each SKU (200-300 words each) | 为每个SKU撰写产品描述（每个200-300字）

☐ Create comparison table showing what's in each tier | 创建比较表显示每层内容 ☐ Design simple product banners (Canva templates) | 设计简单产品横幅（Canva模板） ☐ Set pricing in USD, EUR, CNY | 设置美元、欧元、人民币价格 **Deliverable | 可交付成果:** Product catalog spreadsheet with all SKU details

包含所有SKU详细信息的产品目录电子表格

## Afternoon Session (3 hours) | 下午时段（3小时）：

✅ **TASK 1.2: Create Premium Color Themes | 任务1.2：创建高级彩色主题** **Option A: DIY (Free, 3-4 hours) | 选项A：自己动手（免费，3-4小时）：**

- Open your Visio files | 打开您的Visio文件
- Create 3 color variations | 创建3种颜色变体:

- **Minimalist | 极简**: Black, white, one accent (navy blue) - **Corporate | 企业**: Grays, deep blue, professional - **Creative | 创意**: Warm tones (orange, teal, coral)

- Export to PDF | 导出为PDF
- Test print on A5 paper | 在A5纸上测试打印

**Option B: Fiverr (\$100-200, 24-48 hours) | 选项B：Fiverr（100-200美元，24-48小时）：**

- Post gig: "Recolor planner templates (5 themes)" | 发布任务："重新为规划器模板上色（5个主题）"
- Provide your PDF as reference | 提供您的PDF作为参考
- Request: Minimalist, Corporate, Creative, Academic, Executive | 要求：极简、企业、创意、学术、高管
- Ensure printer-friendly colors | 确保打印机友好颜色

**Action Items | 行动项:** ☐ Decide DIY vs. outsource | 决定自己做还是外包 ☐ Create/order 3-5 color theme variations | 创建/订购3-5种颜色主题变体 ☐ Create thumbnail images for each theme (for product page) | 为每个主题创建缩略图（用于产品页面） ☐ Name each theme appealingly | 为每个主题取吸引人的名称 **Deliverable | 可交付成果**: 3-5 color-themed PDF sets ready for sale

3-5套彩色主题PDF准备销售

---

## DAY 3-4: Website Enhancement | 第3-4天：网站增强

**Objective | 目标**: Transform schedule-book.cc into a sales-optimized landing page

将schedule-book.cc转变为销售优化的落地页

### Morning Session: Content Writing | 上午：内容撰写

✅ **TASK 2.1: Write Sales Copy | 任务2.1：撰写销售文案** **Hero Section | 首屏部分**:

..

[English]

Plan Your Life Like Ray Dalio

The only productivity system combining Dalio's 5-Step Process  
with Gantt-style project management for analog planning.

Used successfully for 6 years. Now available to you.

[CTA Button] Download Free Starter Kit

[中文]

像雷·达里奥一样规划你的人生

唯一结合达里奥五步流程与甘特图风格项目管理的纸质规划系统

成功使用6年。现在提供给您。

[CTA按钮] 下载免费入门套件

#### **Social Proof Section** | 社会证明部分：

- "6 years of real-world testing" | "6年真实世界测试"
- "Open-source community of 500+ GitHub stars" (aspirational) | "500+ GitHub 星标的开源社区" (愿景)
- "Bilingual support (EN/CN)" | "双语支持 (英/中)"

#### **Features Section** | 功能部分：

Use your 5 core components as features:

使用您的5个核心组件作为功能：

1. Not-To-Do List → "Revolutionary Negative Task Management"
2. 4-Year Plan → "Longest Planning Horizon Available"
3. Gantt Charts → "Project Management Meets Personal Planning"
4. Progress Bars → "Gamified Completion Tracking"
5. Dalio Integration → "Principles in Practice"

**Action Items** | 行动项：☐ Write hero headline (10 variations, pick best) | 撰写首屏标题（10个变体，选最佳）☐ Draft feature descriptions (100 words each) | 起草功能描述（每个100字）☐ Create FAQ section (10 questions) | 创建FAQ部分（10个问题）☐ Write your personal story (300 words) | 撰写您的个人故事（300字）

**Deliverable** | 可交付成果：Complete website copy document (Google Doc)

完整网站文案文档（Google文档）

---

## **Afternoon Session: Website Build** | 下午：网站建设

✅ **TASK 2.2: Enhance schedule-book.cc** | 任务2.2：增强 **schedule-book.cc** **Current Site Assessment** | 当前网站评估：

- Visit [schedule-book.cc](https://schedule-book.cc) | 访问 [schedule-book.cc](https://schedule-book.cc)
- Note what exists vs. what's needed | 记录现有内容与所需内容

- Identify quick wins | 识别快速成功点

**Required Pages** | 所需页面: 1. **Home Page** | 首页: - Hero section with CTA | 带CTA的首屏部分 - Product showcase (3 tiers) | 产品展示(3个层级) - Social proof | 社会证明 - Email signup form | 电子邮件注册表单 - Footer with links | 带链接的页脚 2.

**Products Page** | 产品页面: - Comparison table of all SKUs | 所有SKU的比较表 - Preview images of each template | 每个模板的预览图 - Buy buttons (Gumroad embeds) | 购买按钮(Gumroad嵌入) 3. **Free Download Page** | 免费下载页面: - Email capture form | 电子邮件捕获表单 - Instant download link (after email) | 即时下载链接(电子邮件后) - Upsell to paid products | 向付费产品追加销售 4. **About/Story Page** | 关于/故事页面: - Your 6-year journey | 您的6年历程 - Why you created this system | 为什么创建此系统 - Photos of your actual planners in use | 您实际使用规划器的照片 5.

**Resources/Blog** | 资源/博客: - 3-5 initial articles | 3-5篇初始文章 - "How to Use the Not-To-Do List" | "如何使用避免事项清单" - "Implementing Dalio's 5-Step Process" | "实施达里奥的五步流程" - "Gantt Charts for Personal Planning" | "个人规划的甘特图" **Technical Implementation** | 技术实施: **Platform Recommendation** | 平台建议:

- **Option 1:** WordPress (full control, more complex) | WordPress (完全控制, 更复杂)
- **Option 2:** Carrd.co (\$19/year, fastest) ☒ RECOMMENDED | Carrd.co (19美元/年, 最快) ☒ 推荐
- **Option 3:** Framer (beautiful, \$5/month) | Framer (美观, 5美元/月)

**Action Items** | 行动项: ☐ Choose platform (recommend Carrd for speed) | 选择平台(推荐Carrd速度快) ☐ Set up 5 main pages | 设置5个主要页面 ☐ Integrate Gumroad buy buttons | 集成Gumroad购买按钮 ☐ Add email capture (ConvertKit free tier or Mailchimp) | 添加电子邮件捕获(ConvertKit免费层或Mailchimp) ☐ Connect custom domain schedule-book.cc | 连接自定义域名schedule-book.cc ☐ Test mobile responsiveness | 测试移动响应性 **Deliverable** | 可交付成果: Live, functional website with email capture and buy buttons

实时、功能性网站, 带电子邮件捕获和购买按钮

---

## DAY 5-6: E-commerce Setup | 第5-6天: 电子商务设置

**Objective** | 目标: Set up payment processing and delivery systems  
设置支付处理和交付系统

**Morning Session: Gumroad Store** | 上午: Gumroad商店

☒ **TASK 3.1: Create Gumroad Products** | 任务3.1: 创建Gumroad产品 **Why Gumroad** | 为

## 什么选择Gumroad:

- Zero setup fees | 零设置费
- 10% + \$0.30 per transaction (reasonable) | 每笔交易10%+0.30美元 (合理)
- Instant digital delivery | 即时数字交付
- Built-in email marketing | 内置电子邮件营销
- Affiliate program support | 联盟计划支持

**Setup Steps | 设置步骤:** 1. **Create Gumroad Account | 创建Gumroad账户:** - Sign up at gumroad.com | 在gumroad.com注册 - Verify email | 验证电子邮件 - Set up payout (bank account or PayPal) | 设置付款 (银行账户或PayPal) - Enable international payments | 启用国际支付 2. **Create Product Listings | 创建产品列表:** **Product 1: Free Starter Kit**

- Price: \$0 (email required) | 价格: 0美元 (需要电子邮件)
- Upload: GitHub PDF files + quick start guide | 上传: GitHub PDF文件+快速入门指南
- Description: 150 words + bullet points | 描述: 150字+要点
- Thumbnail: Clean, professional image | 缩略图: 整洁、专业的图片

### **Product 2: Digital Basic (\$19)**

- Price: \$19 | 价格: 19美元
  - Upload as .zip file | 上传为.zip文件:
- 4 Notion template links (PDF instruction) | 4个Notion模板链接 (PDF说明) - 3 color PDF themes | 3个彩色PDF主题 - Excel WTS | Excel WTS - Video links document | 视频链接文档
- Description: 250 words emphasizing value | 描述: 250字强调价值
  - Preview: Show 3-4 sample pages | 预览: 显示3-4个示例页面

### **Product 3: Digital Premium (\$39)**

- Price: \$39 | 价格: 39美元
  - Upload as .zip file | 上传为.zip文件:
- All Basic contents | 所有基础版内容 - 5 color themes | 5个彩色主题 - Bilingual PDFs | 双语PDF - Dalio implementation guide | 达里奥实施指南 - Discord invite link | Discord邀请链接
- Description: 300 words + comparison table | 描述: 300字+比较表
  - Add customer testimonial placeholder | 添加客户推荐占位符

## Product 4: Notion Specialist (\$29)

- Price: \$29 | 价格: 29美元
- Delivery: Email with 4 Notion duplicate links | 交付: 电子邮件附4个Notion副本链接
- Include: 4 Loom video tutorials | 包含: 4个Loom视频教程
- Description: 200 words for Notion enthusiasts | 描述: 200字针对Notion爱好者

**Action Items** | 行动项: ☐ Create 4 Gumroad product pages | 创建4个Gumroad产品页面  
☐ Write compelling descriptions | 撰写引人注目的描述 ☐ Upload all digital files | 上传所有数字文件 ☐ Set up automatic delivery emails | 设置自动交付电子邮件  
☐ Test purchase flow (use free product) | 测试购买流程(使用免费产品) ☐ Create product preview images (5-7 per product) | 创建产品预览图(每个产品5-7张)

**Deliverable** | 可交付成果: 4 live Gumroad products ready to sell

4个实时Gumroad产品准备销售

---

## Afternoon Session: Email Marketing Setup | 下午: 电子邮件营销设置

✅ **TASK 3.2: Email List Infrastructure** | 任务3.2: 电子邮件列表基础设施 **Platform Choice** | 平台选择:

- **ConvertKit** (recommended): Free up to 1,000 subscribers | ConvertKit (推荐): 1,000订阅者以下免费
- **Mailchimp**: Free up to 500 subscribers | Mailchimp: 500订阅者以下免费
- **MailerLite**: Free up to 1,000 subscribers | MailerLite: 1,000订阅者以下免费

**Choose ConvertKit** ✅ (best for creators) | 选择**ConvertKit** ✅ (最适合创作者)

**Setup Steps** | 设置步骤: 1. **Create ConvertKit Account** | 创建**ConvertKit**账户: - Sign up at convertkit.com | 在convertkit.com注册 - Choose "Creator" plan (free) | 选择"创作者"计划(免费) - Verify domain (schedule-book.cc) | 验证域名(schedule-book.cc) 2. **Create Lead Magnet Form** | 创建引流磁铁表单: - Title: "Get Your Free Schedule Book Starter Kit" | 标题: "获取您的免费日程本入门套件" - Fields: Name, Email | 字段: 姓名、电子邮件 - Privacy: GDPR compliant checkbox | 隐私: 符合GDPR的复选框 - Thank you page: Redirect to download | 感谢页面: 重定向到下载 3. **Create Email Sequences** | 创建电子邮件序列: **Welcome Sequence (7 emails over 14 days)** | 欢迎序列(14天内7封邮件):

- **Email 1** (Immediate): Download link + welcome | 邮件1(立即): 下载链接+欢迎
- **Email 2** (Day 1): "How to print your first planner" | 邮件2(第1天): "如何打印你的第一个规划器"
- **Email 3** (Day 3): "Setting up your Not-To-Do list" | 邮件3(第3天): "设置你的避免事项清单"

- **Email 4** (Day 5): "Dalio's 5 steps explained" | 邮件**4** (第5天): "达里奥的5步解释"
- **Email 5** (Day 7): Customer story + soft sell | 邮件**5** (第7天): 客户故事+软推销
- **Email 6** (Day 10): "Upgrade to digital premium" (20% off) | 邮件**6** (第10天): "升级到数字高级版" (20%折扣)
- **Email 7** (Day 14): Join community + resources | 邮件**7** (第14天): 加入社区+资源

**Action Items** | 行动项: ☐ Set up ConvertKit account | 设置ConvertKit账户 ☐

Create signup form | 创建注册表单 ☐ Write 7 welcome emails (200-300 words each)

| 撰写7封欢迎邮件 (每封200-300字) ☐ Set up automated sequence | 设置自动化序列

☐ Create email templates | 创建电子邮件模板 ☐ Test full email flow | 测试完整电

子邮件流程 **Deliverable** | 可交付成果: Automated email funnel capturing and nurturing leads

自动化电子邮件漏斗捕获和培育潜在客户

---

## DAY 7: Content Creation Kickoff | 第7天: 内容创作启动

**Objective** | 目标: Create initial content library for marketing

创建初始内容库用于营销

**Full Day Session: Photo & Video Content** | 全天: 照片与视频内容

✅ **TASK 4.1: Product Photography** | 任务**4.1**: 产品摄影 **Setup Requirements** | 设置要求:

- Smartphone camera (iPhone/Android high quality) | 智能手机相机 (iPhone/Android高质量)
- Natural lighting (near window) | 自然光 (靠近窗户)
- Clean desk/surface | 干净的桌子/表面
- Printed planner samples | 印刷规划器样本
- Props: Coffee, pen, plants (optional) | 道具: 咖啡、笔、植物 (可选)

**Photo Shot List (30-40 photos)** | 拍摄清单 (30-40张照片): 1. **Hero Images** (5 photos) | 首屏图片 (5张照片): - Open planner on desk, top-down view | 打开的规划器在桌上, 俯视图 - Planner with coffee and pen | 规划器配咖啡和笔 - Stack of printed planners | 一摞印刷规划器 - Close-up of Weekly Tracking Sheet filled in | 填写的周跟踪表特写 - 4-Year Plan page spread | 四年计划页面展开 2. **Detail Shots** (10 photos) | 细节镜头 (10张照片): - Not-To-Do list close-up | 避免事项清单特写 - Gantt chart with progress bars highlighted | 甘特图与进度条高亮 - Monthly calendar page | 月度日历页面 - Yearly blueprint with sticky notes | 年度蓝图配便签 - Hand writing in planner | 手在规划器上书写 3. **Lifestyle Shots** (10 photos) | 生活方式镜头 (10张照



片) : - Person planning at desk | 人在桌前规划 - Planner next to laptop (hybrid work) | 规划器在笔记本电脑旁 (混合工作) - Planner in bag (portability) | 规划器在包里 (便携性) - Coffee break with planner open | 咖啡休息配打开的规划器 - Evening planning session | 晚间规划会议

4. **Comparison Shots** (5 photos) | 比较镜头 (5张照片) : - Digital (Notion) vs. Physical planner | 数字 (Notion) 与实体规划器 - Different color themes side-by-side | 不同颜色主题并排 - Before/after: messy notes vs. organized planner | 之前/之后: 凌乱笔记与有序规划器

**Action Items** | 行动项: ☐ Print 1-2 sample planners (A5 size) | 打印1-2个样本规划器 (A5和A4尺寸, 前者比较推荐, 但后者更容易实现) ☐ Set up photo station | 设置拍摄台 ☐ Take 40-50 photos (overshoot for options) | 拍摄40-50张照片 (超量拍摄以供选择) ☐ Edit in Lightroom/Snapseed (brightness, contrast) | 在Lightroom/Snapseed中编辑 (亮度、对比度) ☐ Organize in Google Photos album | 在Google相册中组织 ☐ Select top 20 for website | 选择前20张用于网站 ☒ **TASK 4.2: Video Content** | 任务4.2: 视频内容

**Video 1: Quick Start Guide (5 minutes)** | 视频1: 快速入门指南 (5分钟) :

- Introduction (0:00-0:30) | 介绍
- Download and print (0:30-1:30) | 下载和打印
- Setting up To-Do/Not-To-Do (1:30-2:30) | 设置待办/避免事项
- Filling out first week (2:30-4:00) | 填写第一周
- Tips and next steps (4:00-5:00) | 技巧和下一步

**Video 2: System Overview (7 minutes)** | 视频2: 系统概述 (7分钟) :

- Who this is for (0:00-1:00) | 适合谁
- 5 core components walkthrough (1:00-5:00) | 5个核心组件演示
- Real user example (5:00-6:30) | 真实用户示例
- Call to action (6:30-7:00) | 行动号召

**Video 3: Your Personal Story (3 minutes)** | 视频3: 您的个人故事 (3分钟) :

- Why you created this (0:00-1:00) | 为什么创建
- 6 years of usage (1:00-2:00) | 6年使用经验
- What makes it unique (2:00-3:00) | 独特之处

**Recording Setup** | 录制设置:

- Use: Loom (free, screen + webcam) or OBS (free, more control) | 使用: Loom (免费, 屏幕+网络摄像头) 或 OBS (免费, 更多控制)
- Microphone: Smartphone or laptop (acceptable quality) | 麦克风: 智能手机或笔记本电脑 (可接受的质量)
- Background: Clean, well-lit | 背景: 干净、光线充足
- Script: Write bullet points, don't memorize | 脚本: 写要点, 不要背诵

**Action Items** | 行动项: ☐ Install Loom (loom.com) | 安装Loom ☐ Write video scripts (bullet points) | 撰写视频脚本(要点) ☐ Record 3 videos | 录制3个视频 ☐ Edit basic (trim, captions) | 基本编辑(修剪、字幕) ☐ Upload to YouTube (unlisted) | 上传到YouTube(非公开) ☐ Embed on website | 嵌入网站 **Deliverable** | 可交付成果:

- 20 high-quality product photos | 20张高质量产品照片
- 3 tutorial videos | 3个教程视频

---

## WEEK 2 (Days 8-14): Content Marketing Foundation

---

### 第2周(第8-14天): 内容营销基础

---

**Goal** | 目标: Build content library and social media presence

建立内容库和社交媒体存在感

#### DAY 8-9: Social Media Setup | 第8-9天: 社交媒体设置

**Objective** | 目标: Establish presence on key platforms

在关键平台建立存在感

#### Morning: Platform Setup | 上午: 平台设置

✅ **TASK 5.1: Create Social Media Accounts** | 任务5.1: 创建社交媒体账户 **Primary Platforms** | 主要平台: 1. **Instagram** (@schedulebook or @visionblueprint) | **Instagram** - Profile photo: Clean logo or planner image | 个人资料照片: 整洁的标识或规划器图片 - Bio: "Plan your life like Ray Dalio 📅 | 6-year proven system | Digital + Physical planners | Link below 📌" | 简介 - Link: Linktree to website + free download | 链接: Linktree到网站+免费下载 - Highlight covers: Products, Tips, Reviews, About | 精彩封面: 产品、技巧、评论、关于 2. **Pinterest** (ScheduleBookSystem) | **Pinterest** - Board setup: | 看板设置: - "Productivity Planning" | "生产力规划" - "Bullet Journal Ideas" | "子弹笔记创意" - "Goal Setting Templates" | "目标设定模板" - "Time Management Tips" | "时间管理技巧" - "Ray Dalio Principles" | "雷·达里奥原则" - Profile: Keyword-rich description | 个人资料: 关键词丰富的描述 3. **YouTube** (Schedule Book System) | **YouTube** - Channel art: Banner with brand colors | 频道图: 带品牌颜色的横幅 - About: Full description + website link | 关于: 完整描述+网站链接 - Playlists: | 播放列表: - "Getting Started" | "入

门" - "Advanced Tips" | "高级技巧" - "Customer Stories" | "客户故事" 4. **LinkedIn** (Personal profile + Company page) | **LinkedIn** - Post from personal account with founder story | 从个人账户发布创始人故事 - Create company page: "Schedule Book System" | 创建公司页面 - Connect with productivity professionals | 连接生产力专业人士 **Chinese Platforms** | 中国平台:

5. **Xiaohongshu** 小红书 (Little Red Book):

- Account: @日程管理系统 or similar | 账户 - First 3 posts: | 前3篇帖子: - Planner unboxing/setup | 规划器开箱/设置 - "6年使用心得" (6-year usage insights) | "6年使用心得" - Comparison with other planners | 与其他规划器比较 - Use hashtags: #生产力工具 #时间管理 #手账 #规划 | 使用标签

6. **Zhihu** 知乎:

- Profile: Position as productivity expert | 个人资料: 定位为生产力专家 - Answer 3-5 questions about planning/productivity | 回答3-5个关于规划/生产力的问题 - Write 1 article: "为什么我坚持用纸质规划器6年" | 撰写1篇文章 **Action Items** | 行动项: ☐

Create accounts on all 6 platforms | 在所有6个平台创建账户 ☐ Design consistent profile images | 设计一致的个人资料图片 ☐ Write platform-specific bios | 撰写特定平台简介 ☐ Set up Linktree (free) for Instagram | 为Instagram设置Linktree (免费) ☐ Follow 50-100 relevant accounts on each platform | 在每个平台关注50-100个相关账户 **Deliverable** | 可交付成果: 6 active social media accounts ready to post 6个活跃社交媒体账户准备发布

---

## Afternoon: Content Calendar | 下午: 内容日历

✅ **TASK 5.2: Create 30-Day Content Calendar** | 任务5.2: 创建30天内容日历 **Content Pillars** | 内容支柱 (4 themes rotating): 1. **Education** (40%) | 教育: How-to's, tips, Dalio principles | 操作指南、技巧、达里奥原则 2. **Inspiration** (30%) | 灵感: Success stories, motivational quotes | 成功故事、励志名言 3. **Product** (20%) | 产品: Features, comparisons, announcements | 功能、比较、公告 4. **Community** (10%) | 社区: User content, Q&A, polls | 用户内容、问答、投票 **30-Day Posting Schedule** | 30天发布计划: **Instagram** (Daily - 30 posts):

- Format mix: 15 feed posts, 10 Reels, 5 carousels | 格式组合
- Best time: 7-9am, 5-7pm (local time) | 最佳时间
- Hashtags: 15-20 per post (mix of popular + niche) | 标签

**Pinterest** (3-5 pins daily - 100 pins):

- Tall images (1000×1500px) | 高图片
- Text overlays with tips | 文字叠加配技巧

- Link to website/blog | 链接到网站/博客

**YouTube** (2 videos/week - 8 videos):

- Upload Mon & Thu (best engagement) | 周一和周四上传
- Optimize titles for SEO | 优化标题以适应SEO

**LinkedIn** (3-4 posts/week - 12 posts):

- Focus on professional insights | 专注于专业见解
- Share founder journey | 分享创始人历程

**Xiaohongshu** (Daily - 30 posts):

- Mix of photos and short videos | 照片和短视频混合
- Use trending topics | 使用热门话题

**Zhihu** (2-3 articles/week - 8 articles):

- Long-form, valuable content | 长篇、有价值的内容
- Answer relevant questions daily | 每天回答相关问题

**Content Ideas Bank** | 内容创意库 (30+ ideas): 1. "How I plan my week in 10 minutes" | "我如何在10分钟内规划我的一周" 2. "The power of the Not-To-Do list" | "避免事项清单的力量" 3. "Ray Dalio's 5 steps simplified" | "雷·达里奥的5步简化" 4. "Digital vs. analog planning: Which wins?" | "数字与模拟规划: 哪个获胜?" 5. "My 6-year planner evolution" | "我的6年规划器演变" 6. "Gantt charts aren't just for PMs" | "甘特图不仅适用于项目经理" 7. "How to print the perfect A5 planner" | "如何打印完美的A5规划器" 8. "Color-coding your projects" | "为项目色彩编码" 9. "Weekly review routine" | "每周回顾例行程序" 10. "4-year vision vs. yearly goals" | "4年愿景与年度目标" ... (continue to 30) **Action Items** | 行动项: ☐ Create content

calendar spreadsheet | 创建内容日历电子表格 ☐ Write 30 post captions | 撰写30个帖子标题

☐ Design 30 Instagram posts (Canva templates) | 设计30个Instagram帖子

(Canva模板) ☐ Create 100 Pinterest pin templates | 创建100个Pinterest图钉模板

☐ Schedule first week of posts (Buffer/Later) | 安排第一周的帖子 (Buffer/Later)

**Deliverable** | 可交付成果: 30-day content calendar with all assets prepared

30天内容日历, 所有资产准备就绪

---

## DAY 10-11: Blog Content Creation | 第10-11天: 博客内容创建

**Objective** | 目标: Create SEO-optimized blog content for organic traffic

创建SEO优化的博客内容以获得有机流量

✅ **TASK 6.1: Write 5 Foundational Blog Posts** | 任务6.1: 撰写5篇基础博客文章

## Article 1: "The Ultimate Guide to Analog Planning in 2025" | 文章1: "2025年模拟规划终极指南"

- Length: 2,500 words | 长度: 2,500字
- Keywords: analog planning, paper planner, digital detox | 关键词
- Sections: | 部分:

- Why analog planning matters | 为什么模拟规划重要 - Benefits over digital | 优于数字的好处 - How to get started | 如何开始 - Best tools and systems | 最佳工具和系统 - My recommended system (your product) | 我推荐的系统（您的产品）

- CTA: Download free starter kit | CTA: 下载免费入门套件

## Article 2: "How to Implement Ray Dalio's 5-Step Process in Your Daily Life" | 文章2: "如何在日常生活中实施雷·达里奥的五步流程"

- Length: 2,000 words | 长度: 2,000字
- Keywords: Ray Dalio, 5-step process, Principles | 关键词
- Include: | 包含:

- Explanation of each step | 每个步骤的解释 - Real-life examples | 现实生活示例 - How your planner facilitates this | 您的规划器如何促进这一点 - Downloadable worksheet | 可下载工作表

- CTA: Get Dalio-integrated planner | CTA: 获取达里奥集成规划器

## Article 3: "The Not-To-Do List: Why Negative Task Management Works" | 文章3: "避免事项清单：为什么负面任务管理有效"

- Length: 1,500 words | 长度: 1,500字
- Keywords: not-to-do list, productivity, time management | 关键词
- Research-backed (cite studies) | 基于研究（引用研究）
- Practical examples | 实用示例
- Template download | 模板下载
- CTA: Try the complete system | CTA: 尝试完整系统

## Article 4: "Gantt Charts for Personal Use: A Beginner's Guide" | 文章4: "个人使用甘特图：初学者指南"

- Length: 1,800 words | 长度: 1,800字
- Keywords: Gantt chart, project planning, personal goals | 关键词
- Include: | 包含:

- What is a Gantt chart | 什么是甘特图 - Why use for personal planning | 为什么用于个人规划 - Step-by-step tutorial | 分步教程 - Photos of filled-out example | 填

写示例的照片

- CTA: Download Gantt planner | CTA: 下载甘特规划器

**Article 5: "My 6-Year Journey with a Single Planning System" | 文章5: "我与单一规划系统的6年历程"**

- Length: 2,000 words | 长度: 2,000字
- Personal story format | 个人故事格式
- Before/after transformation | 之前/之后的转变
- Lessons learned | 学到的教训
- Photos from actual planners (2019-2025) | 实际规划器的照片 (2019-2025)
- CTA: Start your own journey | CTA: 开始您自己的旅程

**SEO Optimization | SEO优化:**

- Use Ubersuggest or AnswerThePublic for keywords | 使用Ubersuggest或AnswerThePublic查找关键词
- Internal linking between articles | 文章之间的内部链接
- Meta descriptions (150-160 characters) | 元描述
- Image alt text | 图片替代文本
- Schema markup for articles | 文章的架构标记

**Action Items | 行动项:** ☐ Research keywords (1 hour) | 研究关键词 (1小时) ☐

Write 5 articles (2 hours each = 10 hours) | 撰写5篇文章 (每篇2小时=10小时) ☐

Edit and proofread | 编辑和校对 ☐ Add images (5-7 per article) | 添加图片 (每篇5-7张) ☐ Optimize for SEO | 优化SEO ☐ Publish on website | 在网站上发布 ☐

Share on social media | 在社交媒体上分享 **Deliverable | 可交付成果:** 5 published, SEO-optimized blog articles

5篇已发布、SEO优化的博客文章

---

## DAY 12-13: N8n Automation Setup | 第12-13天: N8n自动化设置

**Objective | 目标:** Implement automated content workflow using your n8n system  
使用您的n8n系统实施自动化内容工作流

✔ **TASK 7.1: Build Content Curation Workflow | 任务7.1: 构建内容策展工作流**

**Workflow Overview | 工作流概述:** `

Content Source → Extract → Transform → Generate → Publish

内容源 → 提取 → 转换 → 生成 → 发布

## Step-by-Step Workflow Design | 分步 workflow 设计: Node 1: Content Source

### Monitoring | 节点1: 内容源监控

- Monitor RSS feeds from: | 监控RSS源来自:

- Ali Abdaal blog | Ali Abdaal博客 - Thomas Frank YouTube | Thomas Frank YouTube  
- r/productivity (Reddit) | r/productivity (Reddit) - Productivity subreddits | 生产力subreddit

- Trigger: Daily at 8am | 触发器: 每天上午8点
- Filter: Posts with keywords (planning, productivity, Dalio, goals) | 过滤器: 带关键词的帖子

### Node 2: Content Extraction | 节点2: 内容提取

- Use: Browserless or Apify | 使用: Browserless或Apify
- Extract: | 提取:

- Article title | 文章标题 - Main text content | 主要文本内容 - Images | 图片 - Author | 作者

- Store in: Airtable or Google Sheets | 存储在

### Node 3: AI Processing | 节点3: AI处理

- Use: OpenAI GPT-4 or Claude API | 使用: OpenAI GPT-4或Claude API
- Prompt: | 提示:

Analyze this productivity content and:

1. Extract 3-5 key tips
2. Relate to planning/scheduling
3. Rewrite in my brand voice
4. Add scheduling book context
5. Create engaging caption (150 words)

- Output: Curated post content | 输出: 策展帖子内容

### Node 4: Image Generation | 节点4: 图片生成

- Use: DALL-E 3 or Midjourney API | 使用: DALL-E 3或Midjourney API
- Prompt template: | 提示模板:

Create minimalist planner-themed image:

[Extracted tip as visual concept]

Style: Clean, modern, brand colors

- Alternative: Use Canva API with templates | 替代方案: 使用Canva API配模板

#### Node 5: Content Approval Queue | 节点5: 内容批准队列

- Send to: Slack or email | 发送到: Slack或电子邮件
- Include: | 包含:

- Generated caption | 生成的标题 - Image preview | 图片预览 - Approve/Reject buttons | 批准/拒绝按钮

- Wait for manual approval | 等待人工批准

#### Node 6: Multi-Platform Publishing | 节点6: 多平台发布

- If approved, publish to: | 如果批准, 发布到:

- Instagram (via Facebook Graph API) | Instagram - Pinterest (via Pinterest API) | Pinterest - Twitter/X (via API) | Twitter/X - LinkedIn (via API) | LinkedIn - Buffer (schedule for optimal times) | Buffer (安排最佳时间) **Action Items** | 行动

项: ☐ Set up n8n instance (self-hosted or n8n.cloud) | 设置n8n实例 (自托管或

n8n.cloud) ☐ Create workflow (import template or build) | 创建工作流 (导入模板或

构建) ☐ Connect APIs (OpenAI, social media) | 连接API (OpenAI、社交媒体) ☐

Test workflow end-to-end | 端到端测试工作流 ☐ Set up approval notifications | 设

置批准通知 ☐ Run first automated post | 运行第一个自动化帖子 **Alternative: No-Code**

**Tool** (if n8n too complex) | 替代方案: 无代码工具 (如果n8n太复杂):

- Use Zapier (paid, \$20/month) | 使用Zapier (付费, 20美元/月)
- Or Make (Integromat) - free tier available | 或Make (Integromat) - 有免费层级

**Deliverable** | 可交付成果: Functioning automated content curation workflow

运行的自动化内容策展工作流

---

## DAY 14: Week 2 Review & Optimization | 第14天: 第2周回顾与优化

**Objective** | 目标: Review progress, optimize what's working, prepare for launch



week

回顾进度，优化有效部分，为启动周做准备

✅ **TASK 8.1: Progress Checkpoint** | 任务8.1: 进度检查点 **Review Checklist** | 回顾清单: **Products** | 产品: ☐ 4 Gumroad products live and tested | 4个Gumroad产品上线并测试 ☐ All digital files uploaded correctly | 所有数字文件正确上传 ☐ Automatic delivery emails working | 自动交付电子邮件工作 ☐ Payment processing functional | 支付处理功能正常 **Website** | 网站: ☐ 5 pages live (Home, Products, Free Download, About, Blog) | 5个页面上线 ☐ Email capture forms working | 电子邮件捕获表单工作 ☐ Mobile responsive | 移动响应 ☐ Load time under 3 seconds | 加载时间低于3秒 ☐ All buy buttons linked correctly | 所有购买按钮正确链接 **Content** | 内容: ☐ 5 blog articles published | 5篇博客文章发布 ☐ 20 product photos ready | 20张产品照片准备就绪 ☐ 3 tutorial videos uploaded | 3个教程视频上传 ☐ 30-day content calendar complete | 30天内容日历完成 ☐ First week of social posts scheduled | 第一周社交帖子已安排 **Email Marketing** | 电子邮件营销: ☐ Email provider set up (ConvertKit) | 电子邮件提供商设置 ☐ Welcome sequence (7 emails) written | 欢迎序列(7封邮件)撰写 ☐ Lead magnet delivery working | 引流磁铁交付工作 ☐ Email templates designed | 电子邮件模板设计 **Social Media** | 社交媒体: ☐ 6 accounts created and optimized | 6个账户创建并优化 ☐ Following 50+ relevant accounts each | 每个关注50+相关账户 ☐ Brand consistency across platforms | 平台间品牌一致性 ☐ Posting schedule automated | 发布计划自动化 **Automation** | 自动化: ☐ N8n workflow functional | N8n工作流功能正常 ☐ Content curation running | 内容策展运行 ☐ Approval system working | 批准系统工作 ✅ **TASK 8.2: Pre-Launch Preparation** | 任务8.2: 预启动准备 **Create Launch Assets** | 创建启动资产: 1. **Press Kit** | 新闻资料包: - Founder bio (200 words) | 创始人简历(200字) - Product overview (300 words) | 产品概述(300字) - High-res logo files | 高分辨率标识文件 - Product screenshots (10 images) | 产品截图(10张图片) - Contact information | 联系信息 2. **Launch Email** | 启动电子邮件 (for existing email list): - Subject: "6 Years in the Making: Introducing Schedule Book System" | 主题: "6年磨一剑: 介绍日程本系统" - Preview text | 预览文本 - Body copy (400 words) | 正文(400字) - Launch discount: 30% off (code: LAUNCH30) | 启动折扣: 30%折扣(代码: LAUNCH30) - Valid for first 48 hours | 前48小时有效 3. **ProductHunt Launch Prep** | **ProductHunt**启动准备: - Create "Ship" page (pre-launch) | 创建"Ship"页面(预启动) - Write launch post (200 words) | 撰写启动帖子(200字) - Prepare 5-7 launch images/GIFs | 准备5-7张启动图片/GIF - Schedule for Tuesday 12:01am PST (optimal) | 安排在周二太平洋标准时间凌晨12:01(最佳) - Recruit 10 "hunter" friends for early upvotes | 招募10位"猎人"朋友进行早期点赞 4. **Reddit Launch Posts** | **Reddit**启动帖子: - r/productivity (200K members) | r/productivity(20万成员) - r/bulletjournal (400K members) |

r/bulletjournal (40万成员) - r/getdisciplined (1M members) | r/getdisciplined (100万成员) - r/entrepreneur (sharing founder journey) | r/entrepreneur (分享创始人历程) - r/SideProject | r/SideProject - Write 5 unique posts (avoid duplicate content flags) | 撰写5个独特帖子 (避免重复内容标记) **Action Items** | 行动项: ☐ Complete all review checklist items | 完成所有回顾清单项目 ☐ Fix any broken elements | 修复任何损坏的元素 ☐ Create press kit | 创建新闻资料包 ☐ Write launch email | 撰写启动电子邮件 ☐ Set up ProductHunt account | 设置ProductHunt账户 ☐ Write Reddit launch posts | 撰写Reddit启动帖子 ☐ Prepare launch day schedule | 准备启动日日程 **Deliverable** | 可交付成果: Launch-ready business with all systems functional

启动就绪的业务, 所有系统功能正常

---

## PHASE 2: SOFT LAUNCH (Days 15-45)

---

### 第二阶段: 软启动 (第15-45天)

---

**Goal** | 目标: Generate first sales, build email list, validate product-market fit  
产生首批销售, 建立电子邮件列表, 验证产品市场契合度

---

### WEEK 3 (Days 15-21): Launch Week

---

#### 第3周 (第15-21天): 启动周

---

##### DAY 15: Launch Day | 第15天: 启动日

**Objective** | 目标: Maximum visibility and first sales  
最大可见性和首批销售

☒ **LAUNCH SCHEDULE (Timeline for Day 15)** | 启动时间表 (第15天时间线): 12:00am  
**PST** | 太平洋标准时间凌晨12:00: ☐ Launch ProductHunt | 启动ProductHunt ☐ Share on Twitter with #ProductHunt | 在Twitter上分享并附#ProductHunt ☐ Message 10

hunter friends to upvote | 向10位猎人朋友发消息点赞 **6:00am** | 上午**6:00**: ☐ Post on r/SideProject | 在r/SideProject发帖 ☐ Share ProductHunt link in relevant Slack/Discord communities | 在相关Slack/Discord社区分享ProductHunt链接 ☐ Email existing email list (if any) | 发送电子邮件给现有电子邮件列表(如有) **8:00am** | 上午**8:00**: ☐ Instagram announcement post | Instagram公告帖子 ☐ Instagram Stories (5-7 slides) | Instagram故事(5-7张幻灯片) ☐ LinkedIn personal post | LinkedIn个人帖子 **9:00am** | 上午**9:00**: ☐ Post on r/productivity | 在r/productivity发帖 ☐ Xiaohongshu launch post | 小红书启动帖子 ☐ Zhihu announcement article | 知乎公告文章 **10:00am** | 上午**10:00**: ☐ Post on r/bulletjournal | 在r/bulletjournal发帖 ☐ Pinterest: Pin 10 launch-related images | Pinterest: 固定10张启动相关图片 ☐ YouTube: Publish launch video | YouTube: 发布启动视频 **12:00pm** | 中午**12:00**: ☐ Facebook groups (productivity/planning groups) | Facebook群组(生产力/规划群组) ☐ Twitter thread (10-tweet story) | Twitter线程(10条推文故事) **3:00pm** | 下午**3:00**: ☐ Post on r/getdisciplined | 在r/getdisciplined发帖 ☐ Monitor ProductHunt comments, engage | 监控ProductHunt评论, 参与 ☐ Respond to all social media comments | 回复所有社交媒体评论 **5:00pm** | 下午**5:00**: ☐ Instagram: Post "Thank you" story with first customer count | Instagram: 发布"谢谢"故事附首批客户数量 ☐ LinkedIn: Share early results | LinkedIn: 分享早期结果 **8:00pm** | 晚上**8:00**: ☐ Final ProductHunt engagement push | 最终ProductHunt参与推动 ☐ Respond to all messages/comments | 回复所有消息/评论 ☐ Plan next day content based on performance | 根据表现规划第二天内容 **Success Metrics for Day 15** | 第15天成功指标:

- ProductHunt: Top 10 product of the day | ProductHunt: 当天前10产品
- Sales: 5-10 | 销售: 5-10笔
- Email signups: 50-100 | 电子邮件注册: 50-100
- Social media: 500+ impressions | 社交媒体: 500+次展示

---

## DAY 16-17: Momentum Building | 第16-17天: 势头建设

**Objective** | 目标: Capitalize on launch buzz, drive more traffic

利用启动热度, 推动更多流量

✅ **TASK 9.1: Outreach Campaign** | 任务9.1: 推广活动 **Influencer Outreach (Target: 20 contacts)** | 网红推广(目标: 20个联系人): **Tier 1: Micro-influencers (10K-100K followers)** | 第1层: 微网红(1万-10万粉丝):

- Find 10 productivity YouTubers/bloggers | 找到10位生产力YouTuber/博主

- Tools: Instagram search, YouTube search, BuzzSumo | 工具: Instagram搜索、YouTube搜索、BuzzSumo
- Craft personalized email: | 制作个性化电子邮件:

Subject: Free productivity planner for [Name]

Hi [Name],

I've been following your [channel/blog] for [time period]

and love your content on [specific topic].

I just launched a productivity planner system I've used

for 6 years. Would you be interested in trying it?

I'd love to send you the full digital bundle (worth \$39)

for free in exchange for honest feedback.

No obligations - just curious what you think!

Best,

[Your name]

#### **Tier 2: Notion Template Creators** | 第2层: Notion模板创作者:

- Find 5 Notion creators on Twitter/Reddit | 在Twitter/Reddit找5位Notion创作者
- Offer: Free Notion templates + collaboration | 提供: 免费Notion模板+合作
- Potential: Cross-promotion | 潜力: 交叉推广

#### **Tier 3: Productivity Communities** | 第3层: 生产力社区:

- Join 5 Discord servers related to productivity | 加入5个与生产力相关的Discord服务器
- Introduce yourself (not spammy) | 介绍自己(不发垃圾)
- Offer value first, then share product | 先提供价值, 然后分享产品

**Action Items** | 行动项: ☐ Create outreach spreadsheet (Name, Platform, Email, Status) | 创建推广电子表格(姓名、平台、电子邮件、状态) ☐ Find 20 influencer contacts | 找到20个网红联系人 ☐ Send 10 emails on Day 16 | 第16天发送10封电子邮件 ☐ Send 10 emails on Day 17 | 第17天发送10封电子邮件 ☐ Follow up after 3 days if no response | 如果没有回复, 3天后跟进 **Expected Results** | 预期结果:

- Response rate: 20-30% (4-6 replies) | 响应率: 20-30% (4-6个回复)
  - Conversions: 1-2 reviews/features | 转换: 1-2个评论/功能
-

✓ **TASK 9.2: Content Blitz** | 任务9.2: 内容闪电战 **Post Frequency** | 发布频率 (Days 16-17):

- Instagram: 2 posts/day + 5 stories/day | Instagram: 每天2篇帖子+每天5个故事
- Pinterest: 10 pins/day | Pinterest: 每天10个图钉
- LinkedIn: 1 post/day | LinkedIn: 每天1篇帖子
- Xiaohongshu: 2 posts/day | 小红书: 每天2篇帖子
- Zhihu: Answer 3 questions/day | 知乎: 每天回答3个问题

**Content Themes** | 内容主题:

- Day 16: "Customer success" (even if just 1-2 customers) | 第16天: "客户成功" (即使只有1-2个客户)
- Day 17: "Behind the scenes" (how you created the system) | 第17天: "幕后花絮" (您如何创建系统)

**Action Items** | 行动项: ☐ Create 4 Instagram posts | 创建4个Instagram帖子 ☐

Film 10 Instagram Stories | 拍摄10个Instagram故事 ☐ Design 20 Pinterest pins |

设计20个Pinterest图钉 ☐ Write 2 LinkedIn posts | 撰写2篇LinkedIn帖子 ☐ Create

4 Xiaohongshu posts | 创建4个小红书帖子 ☐ Answer 6 Zhihu questions | 回答6个知乎

问题 **Deliverable** | 可交付成果: High-volume content maintaining launch momentum

高频内容保持启动势头

---

## DAY 18-19: First Customer Interviews | 第18-19天: 首批客户访谈

**Objective** | 目标: Get feedback, create testimonials, understand customer needs  
获得反馈, 创建推荐, 了解客户需求

✓ **TASK 10.1: Customer Outreach** | 任务10.1: 客户推广 **Email First 10 Customers** |  
向首批10位客户发送电子邮件: `

Subject: Quick favor? 5-minute call about Schedule Book

Hi [Name],

Thank you so much for being an early customer!

I'd love to hear your first impressions and any feedback.

Would you have 10-15 minutes for a quick call this week?

As a thank you, I'll give you lifetime access to all

future updates (worth \$99/year).

Let me know!

Best,

[Your name]

**Interview Questions** | 访谈问题 (10-15 minutes): 1. How did you hear about us? | 您如何听说我们的? 2. What problem were you trying to solve? | 您试图解决什么问题? 3. What made you purchase? | 是什么让您购买? 4. What's your first impression? | 您的第一印象是什么? 5. What's working well? | 什么效果好? 6. What's confusing or could be better? | 什么令人困惑或可以更好? 7. Would you recommend this? Why/why not? | 您会推荐这个吗? 为什么/为什么不? 8. Can I quote you for a testimonial? | 我可以引用您作为推荐吗? **Action Items** | 行动项: ☐ Email first 10 customers | 向首批10位客户发送电子邮件 ☐ Schedule 5-7 calls | 安排5-7通电话 ☐ Conduct interviews | 进行访谈 ☐ Take detailed notes | 做详细笔记 ☐ Request testimonials | 请求推荐 ☐ Implement quick fixes based on feedback | 根据反馈实施快速修复 **Expected Outcomes** | 预期结果:

- 3-5 testimonials | 3-5个推荐
- 10+ improvement ideas | 10+改进想法
- 1-2 case study candidates | 1-2个案例研究候选人

☒ **TASK 10.2: Create Social Proof Assets** | 任务10.2: 创建社会证明资产 **From Customer Interviews** | 从客户访谈: ☐ Design 5 testimonial graphics (Canva) | 设计5个推荐图形 (Canva) ☐ Record 1-2 video testimonials (if customer willing) | 录制1-2个视频推荐 (如果客户愿意) ☐ Add testimonials to website | 将推荐添加到网站 ☐ Share on social media | 在社交媒体上分享 ☐ Use in email marketing | 在电子邮件营销中使用 **Deliverable** | 可交付成果: 5 testimonial graphics and valuable customer insights  
5个推荐图形和有价值的客户见解

---

## DAY 20-21: Week 3 Optimization | 第20-21天: 第3周优化

**Objective** | 目标: Analyze performance, double down on what's working  
分析表现, 加倍投入有效部分

☒ **TASK 11.1: Analytics Review** | 任务11.1: 分析回顾 **Metrics to Analyze** | 要分析的指标: **Sales** | 销售:

- Total revenue | 总收入
- Units sold per SKU | 每个SKU销售单位
- Average order value | 平均订单价值

- Conversion rate (visitors → customers) | 转化率 (访客→客户)

#### **Traffic** | 流量:

- Website visitors (Google Analytics) | 网站访客
- Traffic sources (social, direct, referral) | 流量来源 (社交、直接、推荐)
- Top performing content | 表现最佳的内容
- Bounce rate | 跳出率

#### **Email** | 电子邮件:

- New subscribers | 新订阅者
- Open rate (welcome sequence) | 打开率 (欢迎序列)
- Click-through rate | 点击率
- Unsubscribe rate | 取消订阅率

#### **Social Media** | 社交媒体:

- Follower growth | 粉丝增长
- Engagement rate (likes, comments, shares) | 参与率 (点赞、评论、分享)
- Top posts (by reach) | 热门帖子 (按触及率)
- Best posting times | 最佳发布时间

#### **ProductHunt** | **ProductHunt**:

- Final ranking (Product of the Day?) | 最终排名 (当天产品?)
- Upvotes | 点赞数
- Comments | 评论数
- Traffic driven | 推动的流量

#### **Reddit** | **Reddit**:

- Upvotes per post | 每篇帖子的点赞数
- Comments | 评论数
- Traffic to website | 到网站的流量

**Action Items** | 行动项: ☐ Pull all metrics into dashboard (Google Sheets) | 将所有指标拉入仪表板 (Google表格) ☐ Identify top 3 traffic sources | 识别前3个流量来源 ☐ Identify worst performing content | 识别表现最差的内容 ☐ Calculate CAC (Customer Acquisition Cost) | 计算CAC (客户获取成本) ☐ Compare actual vs. projected goals | 比较实际与预测目标 ☒ **TASK 11.2: Optimization Actions** | 任务 11.2: 优化行动 **Based on Data** | 基于数据: **If Instagram is top performer** | 如果 **Instagram**表现最佳: ☐ Increase posting to 3×/day | 增加发布到每天3次 ☐ Double down on Reels | 加倍投入Reels ☐ Run first Instagram ad (\$50 test) | 运行第一个

Instagram广告（50美元测试） **If Pinterest drives traffic** | 如果Pinterest推动流量：  
☐ Create 50 more pins | 创建50个更多图钉 ☐ Join Pinterest group boards | 加入Pinterest小组看板 ☐ Try promoted pins (\$20 test) | 尝试推广图钉（20美元测试） **If email converts well** | 如果电子邮件转化好：  
☐ Add more email capture points on website | 在网站上添加更多电子邮件捕获点 ☐ Create second lead magnet | 创建第二个引流磁铁 ☐ Send more nurture emails | 发送更多培育电子邮件 **If certain SKU sells best** | 如果某个SKU销售最佳：  
☐ Feature it more prominently | 更突出地展示它 ☐ Create dedicated landing page | 创建专用落地页 ☐ Upsell from free to that SKU | 从免费追加销售到该SKU **Week 3 Target Review** | 第3周目标回顾：  
☐ Revenue: \$500-1,000 (actual: \_\_\_\_\_) | 收入：500-1,000美元（实际：\_\_\_\_\_） ☐ Email list: 100-200 (actual: \_\_\_\_\_) | 电子邮件列表：100-200（实际：\_\_\_\_\_） ☐ Sales: 15-30 (actual: \_\_\_\_\_) | 销售：15-30笔（实际：\_\_\_\_\_） ☐ Social followers: 200-500 (actual: \_\_\_\_\_) | 社交粉丝：200-500（实际：\_\_\_\_\_） **Deliverable** | 可交付成果：Data-driven optimization plan for Week 4  
基于数据的第4周优化计划

---

## WEEK 4-6 (Days 22-45): Growth & Iteration

---

### 第4-6周（第22-45天）：增长与迭代

---

**Goal** | 目标：Consistent sales, content refinement, community building  
持续销售，内容精炼，社区建设

---

### Ongoing Daily Routine (Days 22-45) | 持续每日例行程序（第22-45天）

**Morning (2 hours)** | 早晨（2小时）：  
☐ Check sales/analytics (30 min) | 检查销售/分析（30分钟） ☐ Respond to customer emails (30 min) | 回复客户电子邮件（30分钟）  
☐ Social media engagement (30 min) | 社交媒体参与（30分钟） ☐ Content posting (30 min) | 内容发布（30分钟） **Afternoon (3 hours)** | 下午（3小时）：  
☐ Content creation (2 hours) | 内容创建（2小时） - Mon: Blog article | 周一：博客文章 - Tue: Instagram content | 周二：Instagram内容 - Wed: Pinterest pins | 周三：Pinterest图



钉 - Thu: YouTube video | 周四: YouTube视频 - Fri: Xiaohongshu/Zhihu | 周五: 小红书/知乎 ☐ Outreach/partnerships (1 hour) | 推广/合作伙伴关系 (1小时) **Evening (1 hour)** | 晚上 (1小时): ☐ Schedule next day content | 安排第二天内容 ☐ Update metrics dashboard | 更新指标仪表板 ☐ Plan tomorrow's priorities | 计划明天的优先事项

---

## Weekly Milestones (Weeks 4-6) | 每周里程碑 (第4-6周)

**Week 4 Focus: Paid Advertising Test** | 第4周重点: 付费广告测试 **Day 22-28 Action Items** | 第22-28天行动项: ☐ Set up Facebook Ads Manager | 设置Facebook广告管理器 ☐ Create 3 ad variations (image, carousel, video) | 创建3个广告变体 (图片、轮播、视频) ☐ Budget: \$10/day (\$70 total) | 预算: 每天10美元 (总共70美元) ☐ Target: People interested in productivity, bullet journal, Notion | 目标: 对生产力、子弹笔记、Notion感兴趣的人 ☐ Monitor daily, optimize after 3 days | 每天监控, 3天后优化 ☐ Goal: \$2 CAC or less | 目标: CAC 2美元或更少 **Expected Results** | 预期结果:

- Clicks: 50-100 | 点击: 50-100
  - Conversions: 5-10 sales | 转换: 5-10笔销售
  - Learn: Best ad creative and audience | 学习: 最佳广告创意和受众
- 

**Week 5 Focus: Content Partnerships** | 第5周重点: 内容合作伙伴关系 **Day 29-35 Action Items** | 第29-35天行动项: ☐ Guest post on 2 productivity blogs | 在2个生产力博客上发客座文章 ☐ Collaborate with 1 YouTuber (product review) | 与1位YouTuber合作 (产品评论) ☐ Join 3 podcast interviews (if possible) | 参加3次播客访谈 (如果可能) ☐ Cross-promote with complementary product | 与互补产品交叉推广 ☐ Create affiliate program (10% commission) | 创建联盟计划 (10%佣金) **Expected Results** | 预期结果:

- Backlinks: 3-5 | 反向链接: 3-5
  - Referral traffic: 100-200 visitors | 推荐流量: 100-200访客
  - Sales from partnerships: 5-10 | 来自合作伙伴关系的销售: 5-10
- 

**Week 6 Focus: Community Building** | 第6周重点: 社区建设 **Day 36-45 Action Items** | 第36-45天行动项: ☐ Launch Discord server for customers | 为客户启动Discord服务器

☐ Create 5 Discord channels (Intro, Tips, Showcase, Support, Feedback) | 创建5个Discord频道 (介绍、技巧、展示、支持、反馈) ☐ Host first live Q&A session (Zoom, 1 hour) | 主持第一次实时问答会议 (Zoom, 1小时) ☐ Start user-generated content campaign (#MyScheduleBook) | 启动用户生成内容活动 (#MyScheduleBook) ☐ Feature 1 customer story/week | 每周展示1个客户故事 ☐ Send survey to all customers (feedback + testimonials) | 向所有客户发送调查 (反馈+推荐) **Expected Results** | 预期结果:

- Discord members: 20-50 | Discord成员: 20-50
- Q&A attendees: 10-20 | 问答出席者: 10-20
- UGC posts: 5-10 | UGC帖子: 5-10
- Testimonials: 10+ | 推荐: 10+

---

## End of Month 1.5 Review (Day 45) | 第1.5个月末回顾 (第45天)

☒ **TASK 12.1: Comprehensive Performance Review** | 任务12.1: 综合性能回顾  
**Financial** | 财务:

- Total revenue | 总收入: \$ \_\_\_\_\_
- Total expenses | 总支出: \$ \_\_\_\_\_
- Net profit | 净利润: \$ \_\_\_\_\_
- Revenue by SKU | 按SKU收入:

- Free downloads | 免费下载: \_\_\_\_\_ - Digital Basic (\$19) | 数字基础版: \_\_\_\_\_ sales - Digital Premium (\$39) | 数字高级版: \_\_\_\_\_ sales - Notion Specialist (\$29) | Notion专家版: \_\_\_\_\_ sales **Growth Metrics** | 增长指标:

- Email subscribers | 电子邮件订阅者: \_\_\_\_\_
- Website traffic | 网站流量: \_\_\_\_\_
- Social media followers | 社交媒体粉丝: \_\_\_\_\_
- Customer count | 客户数量: \_\_\_\_\_
- Repeat customers | 重复客户: \_\_\_\_\_

**Content Performance** | 内容表现:

- Blog articles published | 发布的博客文章: \_\_\_\_\_
- Social posts created | 创建的社交帖子: \_\_\_\_\_
- Videos produced | 制作的视频: \_\_\_\_\_
- Top content piece | 最佳内容作品: \_\_\_\_\_

## Customer Insights | 客户见解:

- Average customer age | 平均客户年龄: \_\_\_\_\_
- Top 3 customer types | 前3种客户类型: \_\_\_\_\_
- Most common pain points | 最常见的痛点: \_\_\_\_\_
- Feature requests | 功能请求: \_\_\_\_\_

**Action Items | 行动项:** ☐ Celebrate wins (treat yourself!) | 庆祝胜利 (犒劳自己!) ☐ Document lessons learned | 记录学到的教训 ☐ Update goals for Month 2-3 | 更新第2-3个月的目标 ☐ Plan product improvements | 规划产品改进 ☐ Refine target customer profile | 完善目标客户画像

## PHASE 3: SCALE & OPTIMIZE (Days 46-90)

### 第三阶段：规模化与优化（第46-90天）

**Goal | 目标:** Sustainable growth, product expansion, system automation  
可持续增长，产品扩展，系统自动化

## WEEK 7-8 (Days 46-60): Product Expansion

### 第7-8周（第46-60天）：产品扩展

#### New Product Development | 新产品开发

☒ **TASK 13.1: Create Physical Product (Print-on-Demand)** | 任务13.1: 创建实体产品 (按需印刷) **Platform Choice | 平台选择:** Lulu.com or Amazon KDP ☒ **Physical**  
**Planner Specs | 实体规划器规格:**

- Size: A5 (5.8" × 8.3") | 尺寸: A5
- Pages: 150-200 | 页数: 150-200

- Binding: Spiral or perfect-bound | 装订: 螺旋或胶装
- Cover: Matte or glossy | 封面: 哑光或光面
- Interior: Black & white or color | 内页: 黑白或彩色
- Price: \$25-35 (retail) | 价格: 25-35美元 (零售)

**Setup Steps** | 设置步骤: 1. **Prepare Print Files** | 准备打印文件: ☐ Export PDFs at 300 DPI | 以300 DPI导出PDF ☐ Add bleed (0.125" on all sides) | 添加出血 (所有侧面 0.125") ☐ Design cover (front, spine, back) | 设计封面 (正面、书脊、背面) ☐ Create ISBN barcode (if selling on Amazon) | 创建ISBN条形码 (如果在亚马逊销售) 2. **Upload to Lulu** | 上传到Lulu: ☐ Create account | 创建账户 ☐ Upload interior PDF | 上传内页PDF ☐ Upload cover PDF | 上传封面PDF ☐ Set pricing (cost + 40-50% markup) | 设置定价 (成本+40-50%加价) ☐ Enable distribution (Amazon, Barnes & Noble, etc.) | 启用分销 (亚马逊、Barnes & Noble等) 3. **Order Samples** | 订购样品: ☐ Order 3-5 proof copies | 订购3-5份校样副本 ☐ Check print quality | 检查打印质量 ☐ Test binding durability | 测试装订耐用性 ☐ Adjust if needed | 如需调整 4. **Launch Physical Product** | 启动实体产品: ☐ Add to website (new product page) | 添加到网站 (新产品页面) ☐ Create unboxing video | 创建开箱视频 ☐ Announce on social media | 在社交媒体上宣布 ☐ Update email sequences to include | 更新电子邮件序列以包含 ☐ Offer bundle: Digital + Physical (\$49) | 提供套装: 数字+实体 (49美元) **Expected Timeline** | 预期时间线:

- Design: Days 46-50 | 设计: 第46-50天
- Upload & proof: Days 51-55 | 上传与校样: 第51-55天
- Launch: Day 56 | 启动: 第56天

**Expected Results** | 预期结果:

- Sales: 5-10 physical planners in first week | 销售: 第一周5-10个实体规划器
- Average order value increase: +20% | 平均订单价值增加: +20%

---

☒ **TASK 13.2: Create Course/Workshop** | 任务13.2: 创建课程/研讨会 **Product: "Master Your Schedule in 4 Weeks"** | 产品: "4周掌握您的日程"

- Format: Email course (free) or Teachable course (\$47) | 格式: 电子邮件课程 (免费) 或Teachable课程 (47美元)
- Content: 4 modules, 1 per week | 内容: 4个模块, 每周1个

**Module Breakdown** | 模块分解: **Week 1: Foundation** | 第1周: 基础

- Lesson 1: Setting up your system | 课程1: 设置您的系统

- Lesson 2: The Not-To-Do list technique | 课程2: 避免事项清单技巧
- Lesson 3: Your first weekly plan | 课程3: 您的第一个每周计划
- Worksheet: To-Do vs. Not-To-Do | 工作表: 待办与避免事项

#### **Week 2: Long-Term Vision | 第2周: 长期愿景**

- Lesson 1: Creating your 4-year plan | 课程1: 创建您的4年计划
- Lesson 2: Yearly blueprint setup | 课程2: 年度蓝图设置
- Lesson 3: Breaking down big goals | 课程3: 分解大目标
- Worksheet: 4-year vision template | 工作表: 4年愿景模板

#### **Week 3: Execution | 第3周: 执行**

- Lesson 1: Gantt charts for personal goals | 课程1: 个人目标的甘特图
- Lesson 2: Weekly tracking mastery | 课程2: 每周跟踪精通
- Lesson 3: Progress bars and motivation | 课程3: 进度条和动力
- Worksheet: First Gantt chart | 工作表: 第一个甘特图

#### **Week 4: Dalio's Process | 第4周: 达里奥的流程**

- Lesson 1: Implementing the 5 steps | 课程1: 实施5个步骤
- Lesson 2: Monthly review routine | 课程2: 每月回顾例行程序
- Lesson 3: Continuous improvement | 课程3: 持续改进
- Worksheet: Personal principles | 工作表: 个人原则

#### **Delivery Options | 交付选项: Option 1: Free Email Course | 选项1: 免费电子邮件课程**

- Use ConvertKit automation | 使用ConvertKit自动化
- 12 emails over 4 weeks | 4周内12封电子邮件
- Upsell to paid planner at end | 最后向付费规划器追加销售
- Goal: Build email list | 目标: 建立电子邮件列表

#### **Option 2: Paid Teachable Course | 选项2: 付费Teachable课程**

- Price: \$47 | 价格: 47美元
- Include: Videos (2-3 min each), worksheets, templates | 包含: 视频(每个2-3分钟)、工作表、模板
- Bonus: 1-hour group coaching call | 奖励: 1小时小组辅导电话
- Goal: Premium offering | 目标: 高端产品

**Action Items | 行动项:** ☐ Outline 12 lessons | 概述12节课 ☐ Write lesson scripts | 撰写课程脚本 ☐ Record videos (if Teachable) | 录制视频(如果Teachable) ☐ Design worksheets (Canva) | 设计工作表(Canva) ☐ Set up Teachable or ConvertKit sequence | 设置Teachable或ConvertKit序列 ☐ Create sales page | 创建销

售页面 ☐ Launch and promote | 启动并推广 **Expected Timeline** | 预期时间线:

- Content creation: Days 46-56 | 内容创建: 第46-56天
- Platform setup: Days 57-58 | 平台设置: 第57-58天
- Launch: Day 59 | 启动: 第59天

**Expected Results** | 预期结果:

- Free course: 100-200 enrollments | 免费课程: 100-200次注册
- Paid course: 5-15 sales (\$235-\$705) | 付费课程: 5-15笔销售 (235-705美元)

---

## WEEK 9-10 (Days 61-75): Marketing Automation

---

### 第9-10周 (第61-75天): 营销自动化

---

**Goal** | 目标: Reduce manual work, scale content output

减少人工工作, 扩大内容输出

#### Advanced N8n Workflows | 高级N8n工作流

✓ **TASK 14.1: Multi-Channel Publishing Automation** | 任务14.1: 多渠道发布自动化

**Workflow: Content Hub → All Platforms** | 工作流: 内容中心→所有平台

Airtable (Content Hub)

↓

N8n Scheduler (Daily 8am)

↓

[Decision: Content Type?]

↓

If Image Post:

→ Instagram API

→ Pinterest API

→ Facebook API

If Video:

→ YouTube API

→ TikTok API (via unofficial)

If Article:

→ WordPress (Blog)

→ Medium API

→ LinkedIn API

If Quote/Tip:

→ Twitter API

→ Threads API

→ Mastodon API

• **Setup Steps** | 设置步骤: 1. **Create Airtable Content Hub** | 创建Airtable内容中心:

- Fields: | 字段: - Content Type (image/video/article/quote) | 内容类型 -

Caption/Text | 标题/文本 - Media URL | 媒体URL - Platforms (multi-select) | 平台

(多选) - Publish Date | 发布日期 - Status (draft/scheduled/published) | 状态 (草

稿/已安排/已发布) - Performance (likes/shares) | 表现 (点赞/分享) 2. **Connect APIs**

| 连接API: ☐ Instagram Graph API (via Facebook) | Instagram Graph API ☐

Pinterest API | Pinterest API ☐ YouTube Data API | YouTube Data API ☐

LinkedIn API | LinkedIn API ☐ Twitter API v2 | Twitter API v2 ☐ WordPress

REST API | WordPress REST API 3. **Build N8n Workflow** | 构建N8n工作流: ☐

Airtable trigger (new record or scheduled time) | Airtable触发器 ☐ Filter by

publish date = today | 按发布日期=今天过滤 ☐ Switch node (content type routing)

| 切换节点 (内容类型路由) ☐ Platform-specific formatting | 特定平台格式化 ☐ API

calls to publish | API调用发布 ☐ Update Airtable status | 更新Airtable状态 ☐

Error handling & notifications | 错误处理与通知 4. **Test & Iterate** | 测试与迭代:

☐ Test each platform individually | 单独测试每个平台 ☐ Test full workflow | 测试完整工作流 ☐

Set up error logs | 设置错误日志 ☐ Create backup manual process

| 创建备份人工流程 **Expected Results** | 预期结果:

- Time saved: 10-15 hours/week | 节省时间: 每周10-15小时
- Posting consistency: 100% | 发布一致性: 100%
- Error rate: <5% | 错误率: <5%

---

## ✅ **TASK 14.2: Customer Lifecycle Automation** | 任务14.2: 客户生命周期自动化

**Workflow: Purchase → Onboarding → Engagement → Upsell** | 工作流: 购买→入职→参与→追加销售`

Gumroad Purchase Webhook

↓

ConvertKit Tag Customer

↓

Send Welcome Email (Immediate)

↓

[Day 1] Setup Guide Email

↓

[Day 3] Tips Email

↓

[Day 7] Check-in Email (How's it going?)

↓

[If no response] Re-engagement email

↓

[Day 14] Testimonial Request

↓

[Day 30] Upsell Email (upgrade/physical product)

↓

[Day 60] Referral Program Invitation

`` **Setup in ConvertKit** | 在ConvertKit中设置: 1. **Create Tags** | 创建标签: - Customer - Free | 客户-免费 - Customer - Basic | 客户-基础 - Customer - Premium | 客户-高级 - Customer - Notion | 客户-Notion - Engaged | 参与 - Churned | 流失 - Advocate | 倡导者 2. **Create Sequences** | 创建序列: ☐ Onboarding (0-7 days) | 入职 (0-7天) ☐ Engagement (8-30 days) | 参与 (8-30天) ☐ Upsell (31-60 days) | 追加销售 (31-60天) ☐ Loyalty (60+ days) | 忠诚度 (60+天) 3. **Set Up Triggers** | 设置触发器: - Gumroad webhook → ConvertKit tag | Gumroad webhook → ConvertKit标签 - Email opens → Engagement tag | 电子邮件打开→参与标签 - Link clicks → Interest tracking | 链接点击→兴趣跟踪 - No activity 30 days → Re-engage sequence | 30天无活动→重新参与序列 **Action Items** | 行动项: ☐ Map customer journey | 绘制客户旅程 ☐ Write all sequence emails (20-25 emails) | 撰写所有序列电子邮件 (20-25封) ☐ Set up Gumroad webhooks | 设置Gumroad webhook ☐ Create ConvertKit automations | 创建ConvertKit自动化 ☐ Test full flow | 测试完整流程 ☐ Monitor weekly for issues | 每周监控问题 **Expected Results** | 预期结果:

- Email open rate: 30-40% | 电子邮件打开率: 30-40%
  - Click-through rate: 5-10% | 点击率: 5-10%
  - Upsell conversion: 5-15% | 追加销售转换: 5-15%
-



# WEEK 11-12 (Days 76-90): Scaling & Future Planning

## 第11-12周（第76-90天）：规模化与未来规划

**Goal | 目标:** Achieve sustainability, plan for next quarter

实现可持续性，规划下一季度

### Advanced Marketing Strategies | 高级营销策略

✅ **TASK 15.1: SEO Optimization | 任务15.1: SEO优化** **On-Page SEO | 页面SEO:** ☐ Optimize 10 blog posts for target keywords | 为目标关键词优化10篇博客文章 ☐ Add internal linking (3-5 links per post) | 添加内部链接（每篇3-5个链接） ☐ Improve meta descriptions | 改进元描述 ☐ Add schema markup | 添加架构标记 ☐ Optimize images (alt text, compression) | 优化图片（替代文本、压缩） **Off-Page SEO | 页面外SEO:** ☐ Get 5 backlinks from productivity blogs | 从生产力博客获得5个反向链接 ☐ Submit to directories (Product Hunt, AlternativeTo) | 提交到目录（Product Hunt、AlternativeTo） ☐ Create Wikipedia citation (if notable) | 创建维基百科引用（如果值得注意） ☐ Guest post on 3 high-DA websites | 在3个高DA网站上发客座文章 **Technical SEO | 技术SEO:** ☐ Improve page speed (target: <2s load time) | 改进页面速度（目标：<2秒加载时间） ☐ Fix broken links | 修复损坏的链接 ☐ Create XML sitemap | 创建XML站点地图 ☐ Submit to Google Search Console | 提交到Google搜索控制台 ☐ Enable SSL/HTTPS | 启用SSL/HTTPS

**Expected Results | 预期结果:**

- Organic traffic: +50-100% | 有机流量：+50-100%
- Keyword rankings: 5-10 first-page rankings | 关键词排名：5-10个首页排名

✅ **TASK 15.2: Affiliate Program Launch | 任务15.2: 联盟计划启动** **Program Structure | 计划结构:**

- Commission: 20% of sale | 佣金：销售的20%
- Cookie duration: 30 days | Cookie持续时间：30天
- Minimum payout: \$25 | 最低支付：25美元
- Platform: Gumroad built-in or Rewardful | 平台：Gumroad内置或Rewardful

**Recruit Affiliates | 招募联盟:** **Tier 1: Existing Customers | 第1层：现有客户** ☐ Email all customers with invitation | 向所有客户发送邀请电子邮件 ☐ Provide marketing materials | 提供营销材料 ☐ Expected: 10-20% sign-up rate | 预期：10-20%注册率 **Tier 2: Influencers | 第2层：网红** ☐ Reach out to 20 productivity influencers | 联系20位生产力网红 ☐ Offer higher commission (30%) for top performers | 为表现最佳者提供

更高佣金 (30%) ☐ Expected: 5-10 active affiliates | 预期: 5-10个活跃联盟 **Tier 3: Bloggers/Reviewers** | **第3层: 博主/评论者** ☐ Submit to review websites | 提交到评论网站 ☐ Provide free product for review | 提供免费产品以供评论 ☐ Expected: 3-5 reviews/month | 预期: 每月3-5个评论 **Marketing Materials** | **营销材料**: ☐ Email templates (3 variations) | 电子邮件模板 (3个变体) ☐ Social media graphics (10 images) | 社交媒体图形 (10张图片) ☐ Banners (5 sizes) | 横幅 (5个尺寸) ☐ Swipe copy (ready-to-use captions) | 快速复制 (即用标题) **Action Items** | **行动项**: ☐ Set up affiliate platform | 设置联盟平台 ☐ Create affiliate terms & conditions | 创建联盟条款与条件 ☐ Build affiliate dashboard | 构建联盟仪表板 ☐ Recruit 20 affiliates | 招募20个联盟 ☐ Launch and promote | 启动并推广 **Expected Results** | **预期结果**:

- Active affiliates: 10-15 | 活跃联盟: 10-15
- Affiliate-driven sales: 15-25% of total | 联盟驱动的销售: 总销售的15-25%

---

## Final Week Review (Days 88-90) | 最后一周回顾 (第88-90天)

### ✅ TASK 16.1: 90-Day Retrospective | 任务16.1: 90天回顾 Financial Summary | 财务摘要:

- Total revenue | 总收入: \$\_\_\_\_\_ (Goal: \$2,500-5,000)
- Total expenses | 总支出: \$\_\_\_\_\_
- Net profit | 净利润: \$\_\_\_\_\_
- Profit margin | 利润率: \_\_\_\_\_%
- Average monthly recurring revenue | 平均月度经常性收入: \$\_\_\_\_\_

### Growth Summary | 增长摘要:

- Email list | 电子邮件列表: \_\_\_\_\_ (Goal: 500-1,000)
- Customers | 客户: \_\_\_\_\_ (Goal: 50-100)
- Website traffic | 网站流量: \_\_\_\_\_ (Goal: 2,000-5,000)
- Social media followers | 社交媒体粉丝: \_\_\_\_\_ (Goal: 1,000+)
- Conversion rate | 转化率: \_\_\_\_\_%

### Product Summary | 产品摘要:

- SKUs available | 可用SKU: \_\_\_\_\_
- Best seller | 最畅销: \_\_\_\_\_
- Worst performer | 表现最差: \_\_\_\_\_
- New products launched | 启动的新产品: \_\_\_\_\_
- Customer satisfaction (avg rating) | 客户满意度 (平均评分): \_\_\_\_\_/5

### Content Summary | 内容摘要:

- Blog articles | 博客文章: \_\_\_\_\_
- Social media posts | 社交媒体帖子: \_\_\_\_\_
- Videos created | 创建的视频: \_\_\_\_\_
- Top content piece (by traffic) | 最佳内容作品（按流量）: \_\_\_\_\_

#### **Lessons Learned | 学到的教训:**

- What worked best? | 什么效果最好?
- What didn't work? | 什么不起作用?
- Biggest surprise? | 最大的惊喜?
- Key challenges? | 关键挑战?
- Customer insights? | 客户见解?

#### **✅ TASK 16.2: Next 90 Days Planning | 任务16.2: 下90天规划 Quarter 2 Goals | 第2季度目标: Revenue | 收入:**

- Target | 目标: \$10,000-15,000 (2-3× growth)
- Strategy | 策略: Scale what's working, cut what's not | 扩大有效部分，削减无效部分

#### **Products | 产品:**

- Launch 2 new SKUs | 启动2个新SKU
- Ideas | 想法:

- Corporate team package | 企业团队套装 - Advanced course (\$97) | 高级课程（97美元） - Personalized 1-on-1 coaching (\$200/hour) | 个性化一对一辅导（200美元/小时） **Marketing | 营销:**

- Double down on top channel | 加倍投入顶级渠道
- Launch YouTube seriously (weekly videos) | 认真启动YouTube（每周视频）
- Run first webinar | 运行第一个网络研讨会
- Paid ads budget: \$500/month | 付费广告预算：每月500美元

#### **Operations | 运营:**

- Hire VA for customer support (10 hours/week) | 为客户支持雇用VA（每周10小时）
- Automate 80% of content posting | 自动化80%的内容发布
- Build community to 200 members | 将社区建设到200名成员

**Action Items | 行动项:** ☐ Create detailed Q2 plan | 创建详细的第2季度计划 ☐ Set monthly milestones | 设置每月里程碑 ☐ Budget for Q2 expenses | 为第2季度支出做预算 ☐ Identify key hires/contractors | 识别关键雇用/承包商 ☐ Block calendar for deep work | 为深度工作阻止日历

# SUCCESS CHECKLIST | 成功清单

---

## By Day 30 | 第30天前:

---

☐ Website live with 5 pages | 网站上线, 5个页面 ☐ 4 products on Gumroad | Gumroad上4个产品 ☐  
Email list: 100-200 subscribers | 电子邮件列表: 100-200订阅者 ☐ Social media: 6 active accounts | 社交媒体: 6个活跃账户 ☐ Content: 5 blog posts, 30 social posts | 内容: 5篇博客文章, 30篇社交帖子 ☐  
Revenue: \$200-500 | 收入: 200-500美元

## By Day 60 | 第60天前:

---

☐ Email list: 300-500 subscribers | 电子邮件列表: 300-500订阅者 ☐ Customers: 30-50 | 客户: 30-50  
☐ Physical product launched | 实体产品启动 ☐ Course/workshop created | 课程/研讨会创建 ☐  
Automation: 50% of content automated | 自动化: 50%内容自动化 ☐ Revenue: \$1,500-2,500 | 收入: 1,500-2,500美元

## By Day 90 | 第90天前:

---

☐ Email list: 500-1,000 subscribers | 电子邮件列表: 500-1,000订阅者 ☐ Customers: 50-100 | 客户: 50-100 ☐ Affiliate program active | 联盟计划活跃 ☐ Community: 50+ members | 社区: 50+成员 ☐  
Automation: 80% of tasks automated | 自动化: 80%任务自动化 ☐ Revenue: \$2,500-5,000 | 收入: 2,500-5,000美元 ☐ Profitable & sustainable | 盈利且可持续

---

## DAILY HABITS FOR SUCCESS | 成功的每日习惯

---

**Morning (30 min) | 早晨 (30分钟)** : ☐ Check sales & analytics | 检查销售与分析 ☐ Respond to customer emails | 回复客户电子邮件 ☐ Review day's content schedule | 回顾当天内容计划 **Midday (2 hours) | 中午 (2小时)** : ☐ Create 1 piece of content | 创建1件内容 ☐ Engage on social media (30 min) | 在社交媒体上参与 (30分钟) ☐ Work on 1 strategic project | 处理1个战略项目 **Evening (30 min) | 晚上 (30分钟)** : ☐ Schedule next day's posts | 安排第二天的帖子 ☐ Update metrics dashboard | 更新指标仪

看板 ☐ Plan tomorrow's priorities | 规划明天的优先事项 **Weekly (1 hour) | 每周 (1小时)** : ☐ Review week's performance | 回顾本周表现 ☐ Plan next week's content | 规划下周内容 ☐ Customer interviews (1-2) | 客户访谈 (1-2) ☐ Optimize based on data | 基于数据优化

---

## RESOURCES & TOOLS | 资源与工具

---

### Essential Tools | 必备工具:

- Website: Carrd (\$19/year) | 网站: Carrd
- E-commerce: Gumroad (10% per sale) | 电子商务: Gumroad
- Email: ConvertKit (free <1K) | 电子邮件: ConvertKit
- Design: Canva (free) | 设计: Canva
- Video: Loom (free) | 视频: Loom
- Analytics: Google Analytics (free) | 分析: Google Analytics
- Automation: N8n (self-hosted free) | 自动化: N8n
- Social scheduling: Buffer (free tier) | 社交安排: Buffer

### Optional Upgrades | 可选升级:

- Paid ads: \$200-500/month | 付费广告: 每月200-500美元
- VA/contractor: \$300-500/month | VA/承包商: 每月300-500美元
- Premium tools: \$50-100/month | 高级工具: 每月50-100美元

### Total Budget | 总预算:

- Minimal: <\$500 for 90 days | 最低: 90天<500美元
  - Recommended: \$1,000-2,000 | 推荐: 1,000-2,000美元
- 

## FINAL NOTES | 最后说明

---

**Remember | 记住:** 1. **Consistency > Perfection | 一致性 > 完美:** Ship daily, improve weekly 2. **Data > Assumptions | 数据 > 假设:** Let metrics guide decisions 3. **Customer > Product | 客户 > 产品:** Build what they need 4. **Automation > Manual | 自动化 > 人工:** Scale through systems 5. **Sustainability > Growth | 可持续性 > 增长:** Build for long-term **You're 80% ready | 您已准备好80%:**

Your existing assets put you ahead of 90% of people starting.

您现有的资产使您领先于90%刚起步的人。

**Start today | 今天开始:**

Day 1 begins when you decide. Everything else is execution.

当您决定时，第1天就开始了。其他一切都是执行。

**Good luck! 祝您好运!** 🚀