

90-DAY DAILY ACTIONS SUMMARY | 90天每日行动摘要

Schedule Book System Launch Plan | 日程管理系统启动计划

Quick Reference Guide | 快速参考指南 **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
- Customers | 客户: 50-100
- Social followers | 社交粉丝: 1,000+

PHASE 1: FOUNDATION | 第一阶段：基础建设 (Days 1-30)

DAY 1-2: Product SKU Definition | 产品SKU定义

Time: 6 hours | **时间:** 6小时 **Key Actions** | 关键行动:

- Define 4 product tiers (Free, Basic \$19, Premium \$39, Notion \$29) | 定义4个产品层级
- Write product descriptions (200-300 words each) | 撰写产品描述
- Create comparison table for all tiers | 创建各层级比较表
- Set pricing in USD, EUR, CNY | 设置多币种价格

Deliverable | 可交付成果: Product catalog spreadsheet | 产品目录电子表格

DAY 3-4: Website Enhancement | 网站增强

Time: 6 hours | **时间:** 6小时 **Key Actions** | 关键行动:

- Write sales copy for hero section | 撰写首屏销售文案

- Create 5 main pages (Home, Products, Free Download, About, Blog) | 创建5个主要页面
- Integrate Gumroad buy buttons | 集成Gumroad购买按钮
- Add email capture forms (ConvertKit/Mailchimp) | 添加电子邮件捕获表单

Deliverable | 可交付成果: Live functional website | 实时功能性网站

DAY 5-6: E-commerce Setup | 电子商务设置

Time: 6 hours | **时间:** 6小时 **Key Actions | 关键行动:**

- Create Gumroad account and set up payout | 创建Gumroad账户并设置付款
- Create 4 Gumroad product pages with descriptions | 创建4个Gumroad产品页面
- Upload all digital files and test delivery | 上传所有数字文件并测试交付
- Set up ConvertKit account and welcome email sequence (7 emails) | 设置ConvertKit账户和欢迎邮件序列

Deliverable | 可交付成果: 4 live Gumroad products + automated email funnel | 4个实时Gumroad产品+自动化邮件漏斗

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

Time: 8 hours | **时间:** 8小时 **Key Actions | 关键行动:**

- Print 1-2 sample planners for photography | 打印1-2个样本规划器用于摄影
- Take 40-50 product photos (hero, detail, lifestyle shots) | 拍摄40-50张产品照片
- Record 3 tutorial videos (Quick Start, System Overview, Personal Story) | 录制3个教程视频
- Select top 20 photos and upload videos to YouTube | 选择前20张照片并上传视频

Deliverable | 可交付成果: 20 high-quality photos + 3 tutorial videos | 20张高质量照片+3个教程视频

DAY 8-9: Social Media Setup | 社交媒体设置

Time: 6 hours | **时间:** 6小时 **Key Actions | 关键行动:**

- Create accounts on 6 platforms (Instagram, Pinterest, YouTube, LinkedIn, Xiaohongshu, Zhihu) | 创建6个平台账户
- Design consistent profile images and write platform bios | 设计一致的个人资料图片和简介
- Set up Linktree for Instagram bio link | 为Instagram设置Linktree
- 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 | 6个活跃社交媒体账户

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

Time: 10 hours | **时间:** 10小时 **Key Actions | 关键行动:**

- Research keywords using Ubersuggest/AnswerThePublic | 使用工具研究关键词
- Write 5 blog articles (2,500, 2,000, 1,500, 1,800, 2,000 words) | 撰写5篇博客文章
- Optimize for SEO (meta descriptions, alt text, internal linking) | 优化SEO
- Publish articles on website and share on social media | 在网站发布并在社交媒体分享

Deliverable | 可交付成果: 5 published SEO-optimized blog articles | 5篇已发布的SEO优化博客文章

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

Time: 6 hours | **时间:** 6小时 **Key Actions | 关键行动:**

- Set up n8n instance (self-hosted or n8n.cloud) | 设置n8n实例
- Build content curation workflow (RSS → AI → Image → Approval → Publish) | 构建内容策展 workflow
- Connect APIs (OpenAI, social media platforms) | 连接API
- Test workflow end-to-end and run first automated post | 端到端测试 workflow 并运行第一个自动化帖子

Deliverable | 可交付成果: Functioning automated content curation workflow | 运行的自动化内容策展 workflow

DAY 14: Week 2 Review & Launch Prep | 第2周回顾与启动准备

Time: 6 hours | **时间:** 6小时 **Key Actions | 关键行动:**

- Complete review checklist (products, website, content, email, social) | 完成回顾清单
- Create press kit (founder bio, product overview, screenshots) | 创建新闻资料包
- Write launch email with 30% discount code (LAUNCH30) | 撰写启动邮件附折扣码
- Set up ProductHunt "Ship" page and write Reddit launch posts | 设置ProductHunt页面并撰写Reddit启动帖子

Deliverable | 可交付成果: Launch-ready business with all systems functional | 启动就绪的业务

PHASE 2: SOFT LAUNCH | 第二阶段：软启动 (Days 15-45)

DAY 15: LAUNCH DAY | 启动日

Time: 12+ hours | **时间:** 12+小时 **Hourly Schedule | 每小时时间表:**

- **12:00am PST:** Launch ProductHunt + notify hunter friends | 启动ProductHunt+通知猎人朋友
- **6:00am:** Post on r/SideProject + email list | 在r/SideProject发帖+发送邮件列表
- **8:00am:** Instagram announcement + Stories + LinkedIn post | Instagram公告+故事+LinkedIn帖子
- **9:00am:** Post on r/productivity + Xiaohongshu + Zhihu | 在r/productivity发帖+小红书+知乎
- **10:00am:** Post on r/bulletjournal + Pinterest + YouTube launch video | 在r/bulletjournal发帖+Pinterest+YouTube
- **3:00pm:** Post on r/getdisciplined + monitor ProductHunt comments | 在r/getdisciplined发帖+监控ProductHunt
- **8:00pm:** Final ProductHunt engagement push + plan next day | 最终ProductHunt推动+规划第二天

Success Metrics | 成功指标:

- ProductHunt: Top 10 product | ProductHunt: 前10产品
- Sales: 5-10 | 销售: 5-10笔
- Email signups: 50-100 | 电子邮件注册: 50-100

DAY 16-17: Momentum Building | 势头建设

Time: 6 hours/day | **时间:** 每天6小时 **Key Actions | 关键行动:**

- Send 20 personalized outreach emails to micro-influencers (10 each day) | 向微网红发送20封个性化邮件
- Increase posting frequency (Instagram 2x/day, Pinterest 10 pins/day) | 增加发布频率
- Create content blitz (4 Instagram posts, 10 Stories, 20 Pinterest pins) | 创建内容闪电战
- Join 5 productivity Discord servers and introduce yourself | 加入5个生产力Discord服务器

Expected Results | 预期结果: 4-6 influencer replies, high-volume content maintaining momentum | 4-6个网红回复, 高频内容保持势头

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

Time: 5 hours/day | **时间:** 每天5小时 **Key Actions | 关键行动:**

- Email first 10 customers requesting 15-min interviews | 向首批10位客户发送访谈请求

- Conduct 5-7 customer calls using prepared questions | 进行5-7通客户电话
- Take detailed notes and request testimonials | 做详细笔记并请求推荐
- Design 5 testimonial graphics in Canva and add to website | 在Canva设计5个推荐图形并添加到网站

Deliverable | 可交付成果: 3-5 testimonials + 10+ improvement ideas | 3-5个推荐+10+改进想法

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

Time: 6 hours/day | **时间:** 每天6小时 **Key Actions | 关键行动:**

- Pull all metrics into dashboard (sales, traffic, email, social) | 将所有指标拉入仪表板
- Identify top 3 traffic sources and worst performing content | 识别前3个流量来源和表现最差的内容
- Calculate CAC (Customer Acquisition Cost) | 计算客户获取成本
- Double down on what's working (increase posting/ads on top channel) | 加倍投入有效部分

Week 3 Targets | 第3周目标: Revenue \$500-1,000 | Email 100-200 | Sales 15-30 | 收入500-1,000美元 | 邮件100-200 | 销售15-30笔

DAYS 22-28: Week 4 - Paid Advertising Test | 第4周-付费广告测试

Daily Time: 3 hours | **每日时间:** 3小时 **Key Actions | 关键行动:**

- Set up Facebook Ads Manager and create 3 ad variations | 设置Facebook广告管理器并创建3个广告变体
- Budget: \$10/day targeting productivity/bullet journal/Notion audiences | 预算: 每天10美元
- Monitor daily and optimize after 3 days | 每天监控, 3天后优化
- Goal: \$2 CAC or less, 5-10 conversions | 目标: CAC 2美元或更少, 5-10次转换

Daily Routine Begins | 每日例行程序开始:

- Morning (2h): Check analytics, respond to emails, social engagement | 早晨: 检查分析、回复邮件、社交参与
 - Afternoon (3h): Content creation, outreach/partnerships | 下午: 内容创建、推广/合作
 - Evening (1h): Schedule content, update metrics, plan tomorrow | 晚上: 安排内容、更新指标、计划明天
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DAYS 29-35: Week 5 - Content Partnerships | 第5周-内容合作

Daily Time: 3 hours | **每日时间:** 3小时 **Key Actions | 关键行动:**

- Write and publish 2 guest posts on productivity blogs | 在生产力博客发布2篇客座文章

- Collaborate with 1 YouTuber for product review | 与1位YouTuber合作产品评论
- Reach out to 3 podcasts for interview opportunities | 联系3个播客进行访谈
- Create affiliate program with 10% commission | 创建10%佣金的联盟计划

Expected Results | 预期结果: 3-5 backlinks, 100-200 referral visitors, 5-10 partnership sales | 3-5个反向链接, 100-200推荐访客, 5-10次合作销售

DAYS 36-45: Week 6 - Community Building | 第6周-社区建设

Daily Time: 3 hours | **每日时间:** 3小时 **Key Actions | 关键行动:**

- Launch Discord server with 5 channels (Intro, Tips, Showcase, Support, Feedback) | 启动Discord服务器
- Host first live Q&A session on Zoom (1 hour) | 主持第一次Zoom实时问答
- Start user-generated content campaign (#MyScheduleBook) | 启动用户生成内容活动
- Send survey to all customers for feedback and testimonials | 向所有客户发送调查

Expected Results | 预期结果: 20-50 Discord members, 10-20 Q&A attendees, 10+ testimonials | 20-50个Discord成员, 10-20个问答出席者, 10+推荐

DAY 45: End of Month 1.5 Review | 第1.5个月末回顾

Time: 4 hours | **时间:** 4小时 **Key Actions | 关键行动:**

- Complete comprehensive performance review (financial, growth, content, customer insights) | 完成综合性能回顾
- Document lessons learned and celebrate wins | 记录学到的教训并庆祝胜利
- Update goals for Month 2-3 based on data | 根据数据更新第2-3个月目标
- Refine target customer profile and plan product improvements | 完善目标客户画像并规划产品改进

Mid-Point Check | 中点检查: Review progress toward 90-day goals | 回顾朝90天目标的进展

PHASE 3: SCALE & OPTIMIZE | 第三阶段: 规模化与优化 (Days 46-90)

DAYS 46-50: Physical Product Design | 实体产品设计

Daily Time: 4 hours | **每日时间:** 4小时 **Key Actions | 关键行动:**

- Prepare print files at 300 DPI with bleed (0.125" on all sides) | 准备300 DPI打印文件附出血

- Design A5 planner cover (front, spine, back) | 设计A5规划器封面
- Create ISBN barcode for Amazon distribution | 创建ISBN条形码
- Choose platform: Lulu.com or Amazon KDP | 选择平台

Specs | 规格: A5 size, 150-200 pages, spiral/perfect-bound, \$25-35 retail | A5尺寸, 150-200页, 螺旋/胶装, 25-35美元零售

DAYS 51-55: Physical Product Upload & Proof | 实体产品上传与校样

Daily Time: 2 hours | **每日时间:** 2小时 **Key Actions | 关键行动:**

- Upload interior and cover PDFs to Lulu | 上传内页和封面PDF到Lulu
 - Set pricing (cost + 40-50% markup) | 设置定价
 - Enable distribution (Amazon, Barnes & Noble) | 启用分销
 - Order 3-5 proof copies and test quality | 订购3-5份校样副本并测试质量
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DAY 56: Physical Product Launch | 实体产品启动

Time: 4 hours | **时间:** 4小时 **Key Actions | 关键行动:**

- Add physical product to website (new product page) | 添加实体产品到网站
- Create unboxing video and post on YouTube/Instagram | 创建开箱视频
- Announce on all social media platforms | 在所有社交媒体平台宣布
- Offer Digital + Physical bundle for \$49 | 提供数字+实体套装49美元

Expected Results | 预期结果: 5-10 physical planner sales in first week, +20% average order value | 第一周5-10个实体规划器销售, 平均订单价值+20%

DAYS 57-59: Course/Workshop Creation | 课程/研讨会创建

Daily Time: 5 hours | **每日时间:** 5小时 **Key Actions | 关键行动:**

- Outline "Master Your Schedule in 4 Weeks" course (4 modules × 3 lessons each) | 概述课程
- Write lesson scripts for 12 lessons | 撰写12节课脚本
- Record videos (2-3 min each) or write emails if free course | 录制视频或撰写邮件
- Design worksheets in Canva (4 total) | 在Canva设计工作表

Delivery Options | 交付选项: Free email course (ConvertKit) or Paid Teachable course (\$47) | 免费邮件课程或付费Teachable课程

DAY 60: Course Launch | 课程启动

Time: 3 hours | **时间:** 3小时 **Key Actions | 关键行动:**

- Set up Teachable account or ConvertKit automation | 设置Teachable账户或ConvertKit自动化
- Create course sales page with benefits and curriculum | 创建课程销售页面
- Launch and promote on all channels | 启动并在所有渠道推广
- Announce to email list with early-bird discount | 向邮件列表宣布附早鸟折扣

Expected Results | 预期结果: Free course 100-200 enrollments or Paid course 5-15 sales (\$235-\$705) | 免费课程100-200次注册或付费课程5-15次销售

DAYS 61-68: Multi-Channel Publishing Automation | 多渠道发布自动化

Daily Time: 3 hours | **每日时间:** 3小时 **Key Actions | 关键行动:**

- Create Airtable Content Hub with fields (type, caption, media, platforms, date, status) | 创建Airtable内容中心
- Connect APIs (Instagram, Pinterest, YouTube, LinkedIn, Twitter, WordPress) | 连接API
- Build N8n workflow with triggers, routing, and error handling | 构建N8n工作流
- Test each platform individually then full workflow | 单独测试每个平台然后完整工作流

Expected Results | 预期结果: Save 10-15 hours/week, 100% posting consistency, <5% error rate | 节省每周10-15小时, 100%发布一致性, <5%错误率

DAYS 69-75: Customer Lifecycle Automation | 客户生命周期自动化

Daily Time: 2 hours | **每日时间:** 2小时 **Key Actions | 关键行动:**

- Create ConvertKit tags (Customer-Free/Basic/Premium/Notion, Engaged, Churned, Advocate) | 创建ConvertKit标签
- Write 20-25 sequence emails (Onboarding, Engagement, Upsell, Loyalty) | 撰写20-25封序列邮件
- Set up Gumroad webhooks to trigger email sequences | 设置Gumroad webhook触发邮件序列
- Test full customer journey flow | 测试完整客户旅程流程

Expected Results | 预期结果: 30-40% email open rate, 5-10% CTR, 5-15% upsell conversion | 30-40%邮件打开率, 5-10%点击率, 5-15%追加销售转换

DAYS 76-82: SEO Optimization | SEO优化

Daily Time: 2 hours | **每日时间:** 2小时 **Key Actions | 关键行动:**

- 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) and improve meta descriptions | 添加内部链接并改进元描述
- Get 5 backlinks from productivity blogs via guest posting | 通过客座文章获得5个反向链接
- Submit to directories (Product Hunt, AlternativeTo) | 提交到目录

Technical SEO | 技术SEO:

- Improve page speed (target <2s load time) | 改进页面速度
- Create XML sitemap and submit to Google Search Console | 创建XML站点地图并提交

Expected Results | 预期结果: +50-100% organic traffic, 5-10 first-page keyword rankings | 有机流量+50-100%，5-10个首页关键词排名

DAYS 83-87: Affiliate Program Launch | 联盟计划启动

Daily Time: 3 hours | **每日时间:** 3小时 **Key Actions | 关键行动:**

- Set up affiliate platform (Gumroad built-in or Rewardful) at 20% commission | 设置20%佣金的联盟平台
- Create marketing materials (email templates, graphics, banners, swipe copy) | 创建营销材料
- Email all customers with affiliate invitation | 向所有客户发送联盟邀请
- Reach out to 20 productivity influencers with personalized offers | 联系20位生产力网红

Tiers | 层级:

- Existing customers (10-20% sign-up rate) | 现有客户
- Influencers (30% commission for top performers) | 网红（表现最佳者30%佣金）
- Bloggers/reviewers | 博主/评论者

Expected Results | 预期结果: 10-15 active affiliates, 15-25% of sales from affiliates | 10-15个活跃联盟，15-25%销售来自联盟

DAYS 88-90: 90-Day Retrospective & Q2 Planning | 90天回顾与第2季度规划

Daily Time: 4 hours/day | **每日时间:** 每天4小时 **Day 88: Financial & Growth Review | 第88天：财务与增长回顾**

- Calculate total revenue, expenses, net profit, profit margin | 计算总收入、支出、净利润、利润率

- Review all growth metrics (email list, customers, traffic, social followers) | 回顾所有增长指标
- Identify best-selling SKU and worst performer | 识别最畅销SKU和表现最差者

Day 89: Lessons Learned Documentation | 第89天：学到的教训文档

- Document what worked best and what didn't work | 记录什么效果最好和什么不起作用
- Capture biggest surprises and key challenges | 捕捉最大的惊喜和关键挑战
- Compile customer insights and feature requests | 汇编客户见解和功能请求

Day 90: Next 90 Days Planning | 第90天：下90天规划

- Set Q2 goals (Revenue: \$10K-15K, launch 2 new SKUs) | 设置第2季度目标
- Plan marketing strategy (double down on top channel, launch YouTube, first webinar) | 规划营销策略
- Budget for Q2 expenses and identify key hires | 为第2季度支出做预算并识别关键雇用
- Create detailed Q2 plan with monthly milestones | 创建详细的第2季度计划附月度里程碑

SUCCESS MILESTONES | 成功里程碑

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 | 邮件列表: 100-200 ✓ 6 social accounts active | 6个活跃社交账户 ✓ 5 blog posts + 30 social posts | 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 | 邮件列表: 300-500 ✓ Customers: 30-50 | 客户: 30-50 ✓ Physical product launched | 实体产品启动 ✓ Course created | 课程创建 ✓ 50% content automated | 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 | 邮件列表: 500-1,000 ✓ Customers: 50-100 | 客户: 50-100 ✓ Affiliate program active | 联盟计划活跃 ✓ Community: 50+ members | 社区: 50+成员 ✓ 80% tasks automated | 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 Routine (30 min) | 早晨例行程序 (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 Focus (2 hours) | 中午专注 (2小时) :

- Create 1 piece of content | 创建1件内容
- Social media engagement (30 min) | 社交媒体参与 (30分钟)
- Work on 1 strategic project | 处理1个战略项目

Evening Wrap-Up (30 min) | 晚上总结 (30分钟) :

- Schedule next day's posts | 安排第二天的帖子
- Update metrics dashboard | 更新指标仪表板
- Plan tomorrow's priorities | 规划明天的优先事项

Weekly Review (1 hour) | 每周回顾 (1小时) :

- Review week's performance | 回顾本周表现
- Plan next week's content | 规划下周内容
- Conduct 1-2 customer interviews | 进行1-2次客户访谈
- Optimize based on data | 基于数据优化

ESSENTIAL TOOLS & BUDGET | 必备工具与预算

Free/Low-Cost Tools | 免费/低成本工具:

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

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
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KEY PRINCIPLES | 核心原则

1. **Consistency > Perfection** | 一致性 > 完美 Ship daily, improve weekly | 每天发布，每周改进 2. **Data > Assumptions** | 数据 > 假设 Let metrics guide decisions | 让指标指导决策 3. **Customer > Product** | 客户 > 产品 Build what they need | 构建他们需要的 4. **Automation > Manual** | 自动化 > 人工 Scale through systems | 通过系统扩展 5. **Sustainability > Growth** | 可持续性 > 增长 Build for long-term | 为长期建设

You're 80% ready. Start today! | 您已准备好80%。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! 🚀