**Week 1: Foundation & Visibility**

**Goal:** Polish your brand + set the stage for outreach.

* ✅ Finalize your **brand kit** (logo, colors, fonts, checkered/star/retro patterns).
* ✅ Polish your **website** (add portfolio placeholders if needed).
* ✅ Write **service descriptions** (Web Design, Branding, Social Templates, Free Quote).
* ✅ Set up **email signature + Gmail template** with your logo and colors.
* ✅ Draft your **announcement posts** (Instagram + LinkedIn).

**Week 2: Portfolio & Outreach**

**Goal:** Show your skills + start conversations with potential clients.

* ✅ Create **1 mock redesign project** (e.g., a local shop or café that lacks a good website).
* ✅ Turn it into a **case study** (Problem → Solution → Final Design).
* ✅ Reach out to **5 local businesses without websites** (personalized email + DM).
* ✅ Launch your **business announcement post** on Instagram & LinkedIn.
* ✅ Create a **carousel post** (e.g., “3 Signs Your Small Business Needs a Website”).

**Week 3: Client Pipeline & Social Proof**

**Goal:** Land your first project(s) + build credibility.

* ✅ Offer **one free or discounted project** in exchange for a testimonial.
* ✅ Share a **before/after carousel** of your mock project on Instagram.
* ✅ Post a **LinkedIn update** about your mock project (tag it as “Fizz Design Portfolio”).
* ✅ Follow & engage with **local small business owners** on Instagram + LinkedIn.
* ✅ Build a simple **Google Sheet CRM** to track leads (Name, Contact, Outreach Date, Status).

**Week 4: Growth & Systems**

**Goal:** Convert leads into paying clients + establish repeatable systems.

* ✅ Send **proposals** (use your capabilities deck) to 2–3 warm leads.
* ✅ Collect your **first testimonial** from a project.
* ✅ Post a **testimonial graphic** on Instagram.
* ✅ Refine your **proposal + contract templates** so they’re ready for repeat use.
* ✅ Do a **30-day review**: Which outreach worked? Which posts got the most engagement? Adjust accordingly.

**🚀 At the End of 30 Days:**

* Your **brand + website** are polished.
* You’ll have **1–2 portfolio-ready projects** (mock + real).
* You’ll have **testimonials/social proof** to showcase.
* You’ll have a **client pipeline system** in place.
* You’ll be positioned to start charging confidently for your services.