

Consistency in Online Marketing: Action Worksheet

Use this worksheet to identify where you've been inconsistent in your online marketing and create a simple plan to stay consistent. Small, steady steps beat stop-and-go efforts every time.

Step 1: Identify Your Inconsistency

Where have you struggled with consistency? (Check all that apply)

- Email marketing – I don't send emails regularly.
- Social media – I post randomly and disappear for weeks.
- Content creation – I start but don't finish blogs/videos.
- Affiliate marketing – I promote without a long-term plan.
- Other: _____

Step 2: Define One Main Goal

Example: Grow my email list to 500 subscribers in 90 days.

My goal: _____

Step 3: Break It Into Small Actions

List 3-5 small, repeatable actions that support your goal:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 4: Schedule It

When will you do each action? Be specific.

Example: Write emails on Monday mornings 9-10am.

Action 1: _____ Time: _____

Action 2: _____ Time: _____

Action 3: _____ Time: _____

Step 5: Track Your Progress

Use this chart to stay on top of your routine.

Each time you finish the task, place a ✓ in the box for that day.

Week	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 1	—	—	—	—	—	—	—
Week 2	—	—	—	—	—	—	—
Week 3	—	—	—	—	—	—	—
Week 4	—	—	—	—	—	—	—

Step 6: Review & Adjust

At the end of each week, answer:

- Did I follow my schedule?
- What distracted me?
- What can I adjust for next week?