

7-Day Online Marketing Kickstart Checklist

Find answers like Churchill-by connecting with people-and build your marketing foundation step by step.

Day 1: Listen to Your Audience

- Join 1-2 Facebook groups or forums in your niche.
- Read comments on 2-3 YouTube videos or TikTok clips.
- Write down 3 frustrations or problems your audience talks about.

Day 2: Learn the Real Problems

- Use Google Trends, AnswerThePublic, or Reddit to find common questions.
- Tell followers: Let's pinpoint your biggest roadblock. What is it?
- Write down 1 burning problem you can solve.

Day 3: Build Your Foundation

- Decide on your lead magnet idea (checklist, cheat sheet, or mini-guide).
- Pick one traffic source (YouTube, TikTok, or blog).
- Choose and focus on a single product, either an affiliate product or something you created.

Day 4: Set Up Your Email System

- Get your lead magnet in front of people with a great landing page.
- Connect it to your email tool (ConvertKit, GetResponse, MailerLite, etc.).
- Write a short welcome email to thank new subscribers.

Day 5: Start Driving Traffic

- Tell people about your lead magnet by sharing on your best traffic source.
- Post it in 2-3 relevant groups or communities (without spamming).
- Create 1 short video, post, or story promoting it.

Day 6: Create a Simple Product

- Brainstorm 1 quick product you can create in under a week (\$7 guide, checklist, or video).
- Or choose an affiliate product that solves your audience's biggest problem.
- Plan your first offer email.

Day 7: Reflect & Adjust

- Review your landing page and emails for improvements.
- Write down 1 win from this week (new subscriber, first traffic, etc.).
- Set 1 clear goal for next week (ex: +25 subscribers).

Pro Tip: Keep this checklist visible. Small, daily actions build the momentum that grows your list, traffic, and income.