

# 30-Day Printable Checklist: From Grandkids to Global - Start Your Online Marketing Journey

## MISSION SENTENCE (FILL THIS IN)

I help \_\_\_\_\_ (who) \_\_\_\_\_ (solve what)  
\_\_\_\_\_ (how).

## Week 1 - Foundations (Days 1-7)

- Day 1** - Pick your niche & write your mission sentence (20-40 min)
- Day 2** - Choose a name/handle for your site/social profile (15-30 min)
- Day 3** - Create a simple one-page site or social profile (WordPress/Facebook page) (30-60 min; ask a helper if needed)
- Day 4** - Set up a free email account and sign up for Mailchimp/Systeme/Kit/EmailOctopus (20-40 min)
- Day 5** - Brainstorm one lead magnet (checklist, short PDF, recipe, printable) (20-40 min)
- Day 6** - Create the lead magnet (1-2-page PDF) (45-90 min)
- Day 7** - Write a short welcome email that new subscribers will receive (20-40 min)

## Week 2 - Content & Profile (Days 8-14)

- Day 8** - Record a 60-second intro video: who you are + what you'll share (20-40 min)
- Day 9** - Post the video to your chosen platform and link your lead magnet (15-30 min)
- Day 10** - Write a short blog post or email (300-500 words) sharing one practical tip (45-60 min)
- Day 11** - Join 1-2 niche Facebook groups or community forums (15-30 min)

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- Day 12** - Share your helpful tip and lead magnet in one group (15-30 min)
- Day 13** - Identify 2-3 affiliate products or simple digital products you could recommend/sell (30-45 min)
- Day 14** - Ask a friend or family member for a 1-hour tech help session to confirm everything is connected (60 min)

### **Week 3 - Build & Test (Days 15-21)**

- Day 15** - Create a simple product outline (eBook, printable pack, mini-course) (30-60 min)
- Day 16** - Draft 1-2 product pages or product listings (Gumroad, Etsy, or your site) (45-60 min)
- Day 17** - Record one short tutorial or demo (3-10 min) for your product (30-60 min)
- Day 18** - Set up an affiliate/monetization plan: where will you put links? (email, site, social) (30-45 min)
- Day 19** - Send your second email to your list: a helpful tip + one soft recommendation (20-40 min)
- Day 20** - Ask 2 trusted people to test your lead magnet/product and give feedback (30-60 min)
- Day 21** - Make small revisions from feedback and prepare to launch (30-60 min)

### **Week 4 - Launch, Measure & Plan Next Steps (Days 22-30)**

- Day 22** - Publish product listing or affiliate email (15-30 min)
- Day 23** - Send a launch email to your list (warm, friendly, short) (20-40 min)
- Day 24** - Share your product in one group and on your profile (15-30 min)
- Day 25** - Check basic metrics: emails collected, open rate, clicks, any sales (30-45 min)
- Day 26** - Follow up with people who asked questions/thank buyers (15-30 min)
- Day 27** - Repurpose one piece of content into another format (video > email > post) (30-60 min)

- Day 28** - Plan the next month: 4 content ideas, 1 product improvement, 1 group to join (30-45 min)
- Day 29** - Do a 30-minute learning session (watch a tutorial on email marketing or Etsy/affiliate basics) (30-60 min)
- Day 30** - Celebrate progress! Note wins and set 3 goals for next 30 days (15-30 min)

### **Daily Micro-Checklist (do 10-30 minutes/day)**

- Reply to any comments/messages (5-15 min)
- Post or schedule 1 short tip or update (10-20 min)
- Spend 10-20 min learning one small new thing (video or article)
- Record quick idea notes for future content (voice memo or notebook) (5 min)

### **Quick Tips & Accessibility Hacks**

- Use voice dictation for writing (phone or computer built-in tools).
- Increase font size in settings and use "reader view" when possible.
- Break tasks into 25-40-minute sessions and rest between.
- Ask a grandkid, friend, or local tech helper for a one-hour setup session.
- Outsource small tasks you dislike (formatting, thumbnails) on Fiverr/Upwork once affordable.

### **Tools you can try (low cost/beginner friendly)**

- Website: WordPress, Wix, Squarespace
- Email: Mailchimp, Systeme, Kit, EmailOctopus (free tiers)
- Products: Gumroad, Etsy, Podia
- Video/Phone: Phone camera + iMovie (Mac) or InShot (phone)
- Graphics: Canva (free tier)

### **Validation shortcuts (before you build)**

- Ask 10 people in your niche if they'd pay \$5-\$20 for your product idea.
- Offer a small pre-sale or early-bird discount to test interest.
- Run a one-question poll in a Facebook group: "Would you pay for X?" (yes/no + comments)

### **Notes (use this space for ideas, links, passwords - keep secure)**

- Niche ideas:
- Product idea:
- Lead magnet title:
- Email platform login:
- Tech helper contact: