

WEEKLY CHECKLIST CHALLENGE

(Pick your own sequence)

- Reset your blog goals for the new year
- Set up a tracking sheet to capture traffic and social media metrics (at least monthly)
- Clean your office (purge, file, label)
- Organize your crafting supplies
- Prepare for taxes - Summarize your 2014 revenue and expenses
- Update your blog layout
- Improve your photography skills - take an online course
- Register your DBA (Doing Business As) name
- Create a new routine for focused blog time (when and where?)
- Create a new routine for managing social media amplification (focused and finite time)
- Create a new routine for engaging in private Facebook groups (limited but focused time)
- Review your hosting plan to see if it can seamlessly scale with your growth
- Set up your cash flow forecast (track recurring expenses vs. timing of incoming payments)
- Set up your small business accounting software
- Review your Twitter followers (follow or unfollow)
- Update your photo sharing, disclosure, privacy policies
- Take new headshots
- Trademark your name (or review to see if existing Trademark still covers your branding)
- Schedule out relevant blog conferences to attend in the new year
- Develop your targeted Brand list (Who do you want to work with? Engage with them on social media to start)
- Schedule out your editorial calendar for the next 2 months (and set up cadence to review every month for the upcoming 2 months)
- Update business cards
- Update your Twitter lists & Hootsuite streams
- Set up (or update) your email subscription capture and distribution settings
- Create a new Freemium for email subscribers
- Update your About Me/About Us page
- Upgrade your equipment (photography/video, lighting)
- Incorporate video blogging into your posts
- Enlist guest authors to post to expand audience and balance your time
- Guest post on other sites to expand audience
- Prepare/update your media kit
- Interview and engage technical consultants to be available on call when needed
- Set up IFTTT automation
- Try Elance or Fiverr
- Brainstorm new revenue streams
- Outline your book
- Prepare your social media policy
- Enlist the assistance of a virtual assistant for social media amplification
- Meet with your Tribe (in real life)
- Add or update a General Business Liability insurance policy
- Evaluate the need to incorporate (depending on income and asset protection needed)
- Focus on increasing Bloglovin' followers
- Focus on increasing Facebook followers
- Engage in a new Brand Ambassador relationship
- Reeducate yourself on SEO optimization and tools
- Apply to blogger networks or re-engage (see sidebar of our Homepage for examples)
- Set up a Press Page - including 'As Seen On' highlights and contact information for media kits
- Create an ebook for sale
- Analyze your Google Analytics and discover what's most popular with your audience
- Research the latest wordpress plugins or apps to help make your blogging life easier
- Set up your business checking account (or review features of an existing account)
- Clean up your sidebar