

# INGENUITY 2 ENTERPRISE VA TASK CALENDAR

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Research my tribe's most urgent concerns and needs that I can help address. Create polls in my groups and my subscriber emails. Research keywords and competitor products.	Check my groups, social media, site metrics, and blog comments to find out what people are most actively talking about. Check poll results and email replies. Write a new avatar for my ideal client.	Study my created content to see what we can repurpose into products. List all suggestions. Arrange a meeting with me for Day 5 to discuss the results.	Look at all product ideas and rate them by ease of production. Make a list of what we could automate, delegate or outsource. Start brainstorming product names.	Meet with me to discuss my 7-day offer, exploring the best format, bonuses we could include, budget, pricing, and so forth. Finalize our offer choice.
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
Create deadlines and production and promo schedules for my offer. Arrange meeting with me for Day 10.	Determine which offer components we are going to repurpose – and how. And which we will need to create from scratch. Contact any team members or contractors we wish to use and line them up.	Update my branding – cover photos, profile photo, fonts, and colors. Decide what graphics we need and assign or produce these. Start creating social post templates and social posts.	Make a list of potential JV partners and create an invitation template and schedule. Check that my Facebook Pixel is set up for my website. Check the latest social network specs and create cover photos for the offer.	Meet with me to discuss the production and promo schedule, plus potential JV partners. Begin creating resources for JV partners and affiliates. Repurpose my gift or product.
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
Continue readying the gift and/or product, plus tweaking JV and affiliate resources. Send personalized invitations to potential JV partners.	Write promo emails. Segment autoresponder list. Outline follow-up strategies. Set up interview spots in my scheduling software. Set up meeting with me for Day 15.	Set up project management software if needed. Send contractors invitations. Check for responses from JV partners. Continue creating templates as needed.	Create a landing page template if needed. <a href="#">Make landing</a> , thank-you, and download pages. Write social posts. Set up payment buttons and options. Test these.	Meet with me to discuss JV responses and schedule. Present web pages and post templates and ideas for finalization. Discuss advertising. Discuss follow-up strategies.
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
Write blog and social posts or check posts back from copywriters. Check graphics back from contractors. Update and optimize social platforms. Create or tweak my posting schedule, and start posting on my topic. Arrange a meeting with me for Day 20.	Set up social media tracking and define custom audiences. Start implementing our advertising plan. Upload topic posts to my CMS to maximize wider distribution. Arrange for ad creation if needed.	Monitor my social media pages and platforms for topic discussion and response. Acknowledge and answer posts, alerting me to any that need my personal input. Set up A/B split testing for sales pages and emails.	Set up Help Desk and/or create FAQ resource. Coordinate video or Livestream creation and editing. Continue to create promotional posts and engage with followers on the product topic.	Meet with me to discuss collaborating on Livestreams or videos – what you need me to take care of. Discuss social media strategy and results. Create another batch of social posts for next week, and finalize my interview schedule.
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
Create bump offers or OTOs we plan to add, plus make sure we have received promised bonuses from JVs. Arrange meeting for Day 23 this time.	Make sure all video creation platforms or software is properly set up for interviews. Test these. Test all links in web pages, emails, and social platforms.	Create a media page for my website. Arrange for interview transcripts and be prepared to assist me with our guest interviews. Meet with me to discuss our 7-day offer starting tomorrow!	Announce the affiliate contest to my affiliates. Monitor entries. SEND OUT THE FIRST LAUNCH EMAIL. Coordinate with my social media groups and posts.	Coordinate the second guest interview, taking care of tech issues, timing, recording, the Chat Box (or comments) and transcription. Note questions.
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
Continue to encourage participation in topic discussion and any contests we are running. Keep posts going and monitor metrics and responses.	Collect feedback from early adopters and tweak the sales page with testimonials. Work any strong testimonial comments into image quotes. Monitor responses. Release ad.	Launch my gift or main offer. Stay active on social media and check emails. Keep on top of sales or downloads, plus metrics for my website and social platforms. Check my CMS metrics.	Deal with any download issues. Continue to monitor responses to emails and posts, plus sales. Release any final ads and remind people the launch is ending.	Continue keeping up activity and monitoring launch. Arrange post mortem for next week. Prepare templates so you can easily prepare results reports. Start planning our next 7-day offer!