

Guide

30 DAYS OF EXECUTION
A BEGINNER DIGITAL MARKETING RESET

Before you start

This is not a “learn everything first” guide.

This is an execution plan.

For 30 days:

- You will stop overthinking.
- You will stop switching niches.
- You will stop waiting to feel ready.

You will build.

Print this or tick it digitally.

No skipping.

Day 1 of 30

Today is about clarity.

- Write down 3 topics you're genuinely interested in
- Circle ONE you can talk about for 30 days straight
- Define your beginner position (example: "Learning digital marketing from scratch")
- Identify who you're speaking to (be specific)
- Write this sentence:
"I create content for _____
who want to _____."
- Decide your core content theme (education / journey / motivation / strategy)

Do NOT change this for 30 days.

Clarity > variety.

Day 2 of 30

Set Up Your Strategy & Content Style;

Today you decide HOW you will show up.

Choose one:

Option 1: With Face (Talking)

Best for building trust fast.

Requires confidence.

Builds connection quickly.

Strategy:

- POV talking videos
- Lessons you're learning
- Mini tutorials
- Face-to-camera reflections

Day 2 of 30

Set Up Your Strategy & Content Style;

Decide HOW you will show up.

Choose one:

Option 2: Faceless (Voiceover or Text)

Best if you're shy.

Focuses on value over personality.

Strategy:

- Screen recordings
- Text-based reels
- Notebook planning videos
- Voiceover lessons

Day 2 of 30

Set Up Your Strategy & Content Style;

Decide HOW you will show up.

Choose one:

Option 3: With Face but No Talking

Best for aesthetic discipline brand.

Strategy:

- Typing on laptop
- Writing goals
- Working silently
- Text overlay lessons

Now execute:

- Clean your bio (clear niche statement)
- Profile picture aligned with brand
- Remove unrelated old posts (optional)
- Write 10 content ideas
- Plan tomorrow's 3 videos

Tomorrow posting starts.

Day 3 of 30

From now on, no more waiting.

Every single day:

- Post 3 content videos
- Keep 3 extra videos in drafts
- 30 minutes research for improvement
- Post 1 story OR go live
- Engage with 10 accounts in your niche
- Review yesterday's content performance

NON-NEGOTIABLE.

Day 4-10 of 30

Volume Over Perfection

Focus: Posting consistently

Goal:

Show up even if it feels awkward.

Reminder:

Beginners are allowed to look like beginners.

- Post 3 content videos daily
- Keep 3 extra videos in drafts daily
- 30 minutes research for improvement daily
- Post 1 story OR go live daily
- Engage with 10 accounts in your niche daily
- Review the previous day's content performance daily

Day 11-17 of 30

Improve Hooks

Focus: Strong first 3 seconds

Examples of hooks:

* “If I had to restart digital marketing in 2026, I’d do this.”

* “Nobody tells beginners this...”

* “You don’t need money to start. You need this.”

* “I wasted 3 months doing this wrong.”

- Post 3 content videos daily
- Keep 3 extra videos in drafts daily
- 30 minutes research for improvement daily
- Post 1 story OR go live daily
- Engage with 10 accounts in your niche daily
- Review the previous day’s content performance daily

Day 18-24 of 30

Value & Authority

Focus: Teach what you're learning.

Content Ideas:

- * What I learned this week
 - * Mistakes beginners make
 - * What I stopped doing
 - * How I structure my evenings
 - * Before results mindset
-
- Post 3 content videos daily
 - Keep 3 extra videos in drafts daily
 - 30 minutes research for improvement daily
 - Post 1 story OR go live daily
 - Engage with 10 accounts in your niche daily
 - Review the previous day's content performance daily

Day 25-30 of 30

Optimization

Focus: What works?

- Identify top 5 performing videos
- Recreate similar format
- Improve lighting, hooks, captions
- Refine niche clarity

- Post 3 content videos daily
- Keep 3 extra videos in drafts daily
- 30 minutes research for improvement daily
- Post 1 story OR go live daily
- Engage with 10 accounts in your niche daily

- Review the previous day's content performance daily

If You Feel Stuck...

If you're not growing, it's usually because:

- You're posting once a day.
- You're switching niches weekly.
- You're over-editing instead of posting.
- You're consuming more than creating.

The truth:

Growth rewards volume and clarity.

Content Ideas Bank

Beginner Digital Marketing:

- * “Building before results” series
- * Day _ of posting consistently
- * Things I stopped doing to grow
- * Why I chose digital marketing
- * Skills before income
- * Soft discipline habits
- * What I’d do if I restarted
- * Why beginners quit too early
- * My 30-day experiment
- * Building in silence vlog

ChatGPT Prompts

Copy these:

“Give me 10 beginner-friendly digital marketing content ideas.”

“Rewrite this caption to be stronger but simple: __.”

“Give me 5 controversial hooks about starting online.”

“Turn this lesson into a 30-second TikTok script: __.”

“Create a faceless video script about staying consistent.”

Caption Formula

- Hook
- Short value
- Call to action

Example:

You don't need results to start.
You need discipline.

Day 7 of building before proof.

Follow to grow with me.

Commitment Contract

For the next 30 days:

I will not quit.

I will not compare.

I will not overthink.

I will execute.

Name & Surname: _____

Signature: _____

Date: _____

This is **YOUR** business that **YOU** are **building**.
Do **NOT** Quit!!!

DAILY PLANNER

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