

The 7-Day Digital Marketing Kickstart

from



Your First Week in Digital Marketing

A simple 7-day checklist for beginners who want to
stop overthinking and start making real progress -
one small step at a time.

QUICK START

Welcome and cheers to starting something new!

If you've been feeling overwhelmed by digital marketing, I want you to know something right away:

You're not behind. You're just new.

And the truth is, most beginners don't need more information - they need a plan that guides them to the next step.

I stumbled around for far too long, purchasing courses, attending webinars, always thinking that there would be an "aha" moment when it would all magically flow.

But the truth is, I had all the information early on, I just couldn't figure out how to put it all together. I needed a plan.

That's exactly what this is.

Keeping it simple...

What This Is

This is a **7-day kickstart path** that walks you through the first steps of digital marketing in a way that's:

- simple
- beginner-friendly
- realistic
- and actually doable

How to Use This

- Complete one day at a time
- Each day takes about 15–30 minutes
- You don't need to be perfect - you just need to show up

What You'll Need

- Your phone
- Instagram or TikTok
- Notes app or Google Doc
- Your free ebook link (your beginner guide)

What You'll Have by Day 7

By the end of this week, you will have:

- a clear profile that makes sense
- content posted (even if it's not perfect)
- a simple system for getting leads
- a routine you can repeat weekly

THE 7 RULES

(SO YOU DON'T OVERWHELM YOURSELF)

Before You Start - Read These Rules

They'll make everything easier.

Rule #1:

Pick ONE platform

You don't need Instagram *and* TikTok *and* Facebook to start. Pick one. Focus. Grow there first before adding another.

Rule #2:

You don't need perfect branding

You need clarity, not aesthetics. You can adjust and find your aesthetic as you grow.

Rule #3:

Your first content will not be your best content

That's normal. Everyone starts messy. If you need proof, scroll to your favorites' early posts!

Rule #4:

Consistency beats intensity

Doing this for 15 minutes a day beats doing it for 4 hours once a month - and it feels more manageable.

Rule #5:

You don't need to know everything to start

You just need to know your next step.

THE 7 RULES

(continued)

Rule #6:

Stop waiting to “feel ready”

Confidence comes from action. You’re going to have to trust me on this one.

Rule #7:

Keep it simple

Simple content is what beginners need - and luckily, it’s what performs best.

THE 7-DAY OVERVIEW

Your First Week Roadmap

Here’s what you’ll do over the next 7 days:

Day 1: Set up your foundation

Day 2: Pick your direction (without overthinking)

Day 3: Post your first content piece

Day 4: Set up your simple lead system

Day 5: Plan your content rhythm

Day 6: Start conversations (the real secret)

Day 7: Create your weekly routine

You don’t need to do it perfectly.

You just need to do it. So get started.

DAY 1:

SET UP YOUR FOUNDATION

Today's Goal:

Create a profile that makes sense to strangers.

Time Required: 15–30 minutes

Today's Checklist

Pick ONE platform to focus on this week:

Instagram / TikTok (circle one)

- ☐ Update your profile photo
- ☐ A clear, friendly photo works best.
- ☐ Don't overthink it.
- ☐ If you prefer to stay faceless, just use a simple logo, selfie-style graphic, or clean branded icon.

Update your name line (make it searchable)

Examples:

- Sarah | Digital Marketing Beginner
- Emily | Beginner Marketing Tips
- Jess | Side Hustle + Marketing

Update your bio using this simple formula:

I help [who] with [result] using [method].

Examples:

- I help beginners start digital marketing with simple daily steps.
- I help busy women learn digital marketing without overwhelm

DAY 1 - cont'd

Add a call-to-action line:

Grab my free beginner guide

Add your free ebook link in your bio

(Quick check: click it and make sure it works.)

Optional - Create one highlight called:

Start Here / Free Guide / Begin Here

Quick Tip

Your profile isn't meant to impress people.

It's meant to help them understand what you do in 3 seconds or less.

We have an incredibly short attention span these days
– **keep it simple.**

By the End of Today (Day 1), You Should Have:

- ☐ A clear profile photo
- ☐ A bio that explains who you help and what you help them with
- ☐ A working link to your free guide

DAY 2:

PICK YOUR DIRECTION

Today's Goal:

Get clear on who you're talking to
(so creating content becomes easier).

Create an Avatar of Your Perfect Customer

This is one of the most important beginner steps -
because when you know who you're talking to, your
content becomes so much easier.

Right now, your goal is to stop speaking to
“everyone” and start speaking to one specific person.

Not forever.

Just for now.

Because when you try to talk to everyone, your
message becomes too general... and it won't feel
personal to anyone.

What is a Customer Avatar?

A customer avatar is simply:

**A clear picture of the exact type of person you want
to help.**

It's like creating a “character” in your head - so every
time you post, you know exactly who you're speaking
to.

CREATING AN AVATAR

Step 1: Choose ONE Person (Not a Group)

Instead of thinking:

“I help beginners...”

Think:

“I help this specific beginner.”

Your avatar is one person with:

- one lifestyle
- one main struggle
- one main goal

Step 2: Fill in the Basics

Write this out in your notes:

Name: _____

Age range: _____

Lifestyle: _____

(busy mom, student, working full-time, etc.)

Big goal:

What do they want?

Big struggle:

What's stopping them?

Step 3: Get Specific About Their Problem

This is the part most people skip - and it's the reason their content stays vague.

Ask yourself:

What are they thinking?

- I don't know where to start.
- I feel behind.
- I'm scared to post.
- I don't want to look stupid.

What are they feeling?

- overwhelmed
- confused
- doubtful
- excited but scared

What are they doing right now?

- watching videos
- saving posts
- starting and stopping
- trying to learn everything at once

Step 4: Write Down Their Exact Questions

This is **GOLD** for content ideas.

Your perfect customer is probably asking:

- What do I post as a beginner?
- Do I need a niche right away?
- How do I get people to follow me?
- How do I actually make money with this?
- What if I mess up?

Step 5: Describe Their “Dream Result”

This helps you speak to what they *actually* want.

They want to feel:

- confident
- consistent
- proud of themselves
- like they finally have a plan
- like they’re not behind

They want:

- a simple routine
- a way to start earning
- to stop overthinking
- to know what to do next

Quick Tip

The best beginner strategy is to speak to the person you used to be.

If you're only a few steps ahead - that's perfect.

Because you remember what it felt like to be new.

Final Step:

Write Your "One Sentence" Avatar Statement

Use this formula:

"I help [this specific person] who feels [this specific struggle] to achieve [this specific result]."

Examples:

- I help overwhelmed beginners who don't know what to post build confidence and start marketing with simple daily steps.
- I help busy women who want extra income learn digital marketing without feeling confused or behind.

What This Helps You Do

Once you have your avatar, you'll notice:

- your content ideas come faster
- your posts feel more personal
- people will start saying "this feels like you're talking to me"
- your audience grows faster (because it's clear who you help)

Time Required:

Take as much time as you need with this one!

Today's Checklist

Choose ONE audience to speak to this week:

- ☐ Beginners to digital marketing
- ☐ Busy moms
- ☐ People who want extra income
- ☐ Small business owners
- ☐ Coaches / service providers
- ☐ Other: _____

Choose ONE main problem you help with:

- ☐ I don't know how to start
- ☐ I don't know what to post
- ☐ I feel overwhelmed
- ☐ I need a simple plan
- ☐ I want to stay consistent
- ☐ Other: _____

Choose 3 content themes (circle 3):

- beginner tips
- your story / journey
- mistakes to avoid
- quick how-to steps
- mindset + motivation
- tools + resources
- behind the scenes

Write 3 beginner-friendly post ideas:

1. 3 mistakes I made when I started...
2. If you're new to digital marketing, do THIS first...
3. A simple beginner tip that helped me...

Quick Tip

You're not picking your "forever niche."

You're picking a starting point - and that's all you need right now.

By the End of Today, You Should Have:

- ☐ One specific audience picked
- ☐ One specific problem picked
- ☐ 3 post ideas ready to work on

DAY 3:

POST YOUR FIRST CONTENT PIECE

Today's Goal:

Post today. Not tomorrow. Not next week.

Time Required: 15–30 minutes

Today's Checklist

Choose ONE content format:

- ☐ Reel / TikTok
- ☐ Post / Carousel
- ☐ Talking head video
- ☐ Faceless text video

Use this simple post formula:

Hook → 3 points → Call-to-action

Pick one hook starter:

- If you're new to digital marketing, do this first...
- Stop doing this if you're a beginner...
- Here's what I wish I knew when I started...
- If I had to start over, I'd do this...

Write 3 short points:

Tip 1: _____

Tip 2: _____

Tip 3: _____

Add a call-to-action (CTA):

Choose one:

- Comment START and I'll send you my free guide.
- Grab my free beginner guide — link in bio.
- DM me 'START' and I'll send it to you.

Post it.

Quick Tip

The goal is not to go viral.

The goal is to become consistent.

By the End of Today, You Should Have:

- ☐ 1 post published
- ☐ A clear CTA included
- ☐ Momentum (which is priceless)

DAY 4:

BUILD YOUR SIMPLE LEAD SYSTEM

Today's Goal:

Make it easy for people to take the next step with you.

Time Required: 25–40 minutes (maybe a bit longer)

First, here's what a “lead system” actually means

A lead system is just:

A simple way for someone to go from

“I like your content”

to

“I'm interested... what do I do next?”

Most beginners don't have this, so they end up posting and posting...but nothing happens because people don't know where to go.

Today fixes that.

Step 1: Pick one way people will get your free guide

You only need ONE main system.

And here's the truth:

If you're building a real digital marketing business, you're going to want to start collecting emails early.

That's why I recommend using a **bridge page**.

What's a Bridge Page?

A bridge page is a simple page that sits between your content and your free guide.

It helps someone go from:

"I like your content"

to

"Yes, I want the free guide."

It also gives you the chance to:

- collect an email (so you can follow up)
- offer your low-ticket offer or product
- build a real list instead of relying on social media

Best Beginner Option: Bridge Page + Email

This is the best long-term option - and it's what most creators use.

You say:

“Grab my free beginner guide - link in bio.”

They do:

Click link → enter email → guide is delivered automatically

This works best if you:

- want to build your email list
- want an automated system
- want to sell products later without feeling pushy

Recommendation

Create a gmail account specifically for your business. It will help keep your business information from getting lost in your personal account and also will be super helpful come tax time!

Option B: DM Keyword (Great for Connection)

This is a great option if you want more conversations.

You say:

“DM me START and I’ll send you the guide.”

This works best if you:

- want to build relationships faster
- don’t mind sending the link manually
- want to connect with people one-on-one

Option C: Comment Keyword (Great for Engagement)

This is best for boosting comments and reach.

You say:

“Comment START and I’ll send you the guide.”

This works best if you:

- want more engagement
- want to start conversations in DMs
- are okay with and have time to reply manually

Recommendation

If you're serious about growing (even slowly), **start with a bridge page.**

It may take a bit more work to set up...

but once it's done, you're ready to:

- grow your email list
- deliver your free guide automatically
- sell additional products later
- build a business that doesn't rely on constant DMs

If you're not quite ready for that yet, DM keyword is a great starting point.

STEP 2: SET UP YOUR CTA SYSTEM (THIS IS IMPORTANT)

Your CTA (Call to Action) is the “next step” you tell people.

The biggest beginner mistake is ending a post with:
“Hope this helps!”

Instead, we want something like:

“If you want my free beginner guide, grab it through the link in my bio.”

You're not being salesy - you're being clear.

Copy/Paste your CTA Options

(Bridge Page Friendly)

Use these in your posts, reels, and stories:

- Want my free beginner guide? You can grab it on the first link in my profile.
- I made a free beginner guide - it's on my page, or just message me "START" and I'll send it.
- If you're brand new, start with the free guide -you can grab it from the first link on my profile.
- Want the free guide? DM me "START" and I'll send it.
- Comment START and I'll message you the link.

Quick Tip:

If you use the bridge page + email option, keep your wording simple.

Don't say:

"Sign up for my email list"

Say:

"Grab the free guide"

Because the guide is what they want - and the email is just how they receive it.

DAY 5:

CREATE YOUR CONTENT RHYTHM

Today's Goal:

Plan 3 posts so you stop waking up stressed.

Time Required: 20–30 minutes

Today's Checklist

Choose your beginner posting goal:

- ☐ 3 posts per week
- ☐ 5 posts per week
- ☐ __ posts per week

Choose 3 posts for this week:

Post 1: Beginner Tip

Post 2: Relatable Story

Post 3: Quick How-To

Write your 3 post topics:

1. _____
2. _____
3. _____

Write 3 hooks:

Hook 1: _____

Hook 2: _____

Hook 3: _____

Write 3 CTAs:

CTA 1: _____

CTA 2: _____

CTA 3: _____

Draft ONE post fully today.

Quick Tip

If you have 3 posts planned, you're already ahead of most people.

By the End of Today, You Should Have:

- ☐ 3 posts planned
- ☐ 3 hooks written
- ☐ 1 post drafted

DAY 6:

START CONVERSATIONS

Today's Goal:

Build confidence by connecting with real people.

Time Required: 15–30 minutes

Today's Checklist

Leave 10 real comments on accounts in your niche

(Real comments only. No spam. No sales pitches.)

Reply to 5 stories today.

Simple replies are perfect:

- “This is so helpful!”
- “Wait, I love this.”
- “This makes so much sense.”
- “Okay I needed this today.”

DM 3 people today using variations of these scripts:

“Hey! I saw you’re interested in digital marketing - are you just getting started?”

“Hey! I saw you pop up on my page and I just wanted to say hi Are you currently learning digital marketing?”

Post one story today using one of these prompts:

- “I’m new here - what are you working on?”
- “Are you interested in my free beginner guide?”
- “What is (or was) your biggest struggle with getting started?”

Quick Tip

The people who grow fastest aren't the most talented. They're the most consistent with connection. Even one real conversation a day adds up to something real over time.

By the End of Today, You Should Have

- ☐ 10 comments left on accounts in your niche
- ☐ 5 story replies sent
- ☐ 3 DMs started
- ☐ 1 story posted

DAY 7:

SET YOUR WEEKLY ROUTINE

Today's Goal:

Create a routine you can repeat next week.

Time Required: 20–30 minutes

Today's Checklist

Choose your weekly posting goal:

- ☐ 3 posts/week
- ☐ 5 posts/week
- ☐ __ posts/week

Choose your weekly “power hour” day:

Choose 3 weekly actions you will do no matter what:

- ☐ Post content
- ☐ Reply to comments + DMs
- ☐ Engage 10 minutes/day
- ☐ Invite people to your free guide
- ☐ Create 1 reel
- ☐ Plan next week's posts

Track what worked this week:

My best post was: _____

My best CTA was: _____

My biggest win was: _____

My batch day is: _____

Decide your next step:

- ☐ Repeat this 7-day plan again
- ☐ Stay consistent for 30 days
- ☐ Build your first paid offer
- ☐ Start an email list
- ☐ Other: _____

Quick Tip

You don't need a perfect routine. You need a repeatable one. Simple and consistent will always beat elaborate and abandoned.

By the End of Today, You Should Have

- ☐ A weekly posting goal chosen
- ☐ A power hour batch day picked
- ☐ 3 non-negotiable weekly actions selected
- ☐ This week's wins tracked
- ☐ Your next step decided

When you've completed this week, and if you're looking for a nice step-by-step walk-through of all the elements - check out [The Digital Hub](#)

YOUR BEGINNER WEEKLY ROUTINE

This is a simple schedule you can repeat every week.

Weekly Plan (Beginner-Friendly)

Monday: Post + reply to comments

Tuesday: Engage + invite people to your free guide

Wednesday: Post + story

Thursday: Follow up + DM conversations

Friday: Post + engagement

Weekend: Batch content + plan next week

Weekly Checklist

- ☐ Post 3 times this week
- ☐ Engage 10 minutes a day (or 3x/week)
- ☐ Invite people to your free guide
- ☐ Reply to all DMs/comments
- ☐ Plan next week's content

Final Encouragement

If you've made it this far, you're already doing what most people never do:

You started!

Keep going. Keep it simple.

And remember - the results come from consistency,
not perfection.