

From Zero to Hero in 30 Days Weekly Planner

WEEK 1: DO YOUR HOMEWORK

- ☐ Take inventory of your experience, skills, and interests
- ☐ Look for underserved communities that fit your interests
- ☐ Subscribe to their email newsletters
- ☐ Set up a LinkedIn profile or a Facebook Page about yourself
- ☐ Write a short benefit-focused intro about yourself

Reflection: What industries do I already understand? Where can I add value right away?

“Imagination is the greatest nation in the world” – Bob Proctor

WEEK 2: OFFER A LOW-RISK QUICK WIN

- ☐ Reach out to 5-10 businesses in your niche
- ☐ Offer a free email list audit, deliverability check, or copy makeover.
- ☐ Track responses and feedback

Reflection: What did I learn from my first outreach? What worked? What can I improve?

“Good planning and hard work lead to prosperity; but hasty shortcuts lead to poverty” -- Proverbs 21:5

WEEK 3: TURN A WIN INTO PROOF

- ☐ Ask for a testimonial or screenshot of results
- ☐ Create a short case study and post on your FB Page.
- ☐ Share your results and pitch to similar businesses

Reflection: Will others resonate with my case study? How can I fine-tune my pitch?

**"When we do by intention what we have done by intuition, we achieve acceleration."
-- Graham Cooke**

WEEK 4: CONVERT TO A PAID CLIENT

- ☐ Package your services into a simple offer (e.g. \$99 starter kit, etc.)
- ☐ Pitch the businesses you gave value to in Week 2
- ☐ Ask for referrals

Reflection: What valuable services can I offer at a reasonable price?

**“If people aren’t calling you crazy, you aren’t thinking big enough”
-- Sir Richard Branson**



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Week	Reached out to	Follow Ups	Wins/Feedback
1			
2			
3			
4			