

A Business Step a Day...

A Month of Getting Clear on Your Signature Program (Month 7)

July 2019

As I write in *The Coaching Business Builder*, and *PlanDoTrack*:

Daily Steps+ Consistent Action = Momentum

Small actions every day create momentum. Every month for 2019 I'll be publishing a monthly calendar of quick 15-minute activities or daily steps, getting you into consistent action to create momentum around the things that matter to you.

In today's busy world, we often get so busy **Reacting**, that we don't have time to be **proactive** about the things that are important to us. It is these proactive activities that usually move us ahead in the long term, most times one-step at a time.

These daily prompts are geared to nudge you into daily steps and consistent 15-minute windows of action. This month we focus on **Getting Clear on Your Niche**. As I write in the workbook, our clients will shape everything from pricing to what we offer.

These monthly sprints are intended to be a 15-minute blitz. Set your timer and see how far you get.

DAILY PROMPTS – JULY 2019

Our focus this month is on signature programs. So far this year our roadmap has been - January on Getting Focused on Your Business, February on Relationships and March on Marketing, April's focus on Getting Things Done, and May's focus on Content Creation, and June's on Niche.

- 1 Make a list of your top goals for the month. Take stock of last month's achievements. What was the main thing you got done. What are you committed to doing this month?
- 2 Who do you serve or support in your work? Make a list of all the clients you have supported, or want to. Get granular. Who are they? What do they look and sound like? (revisit June's focus on niche)
- 3 What are your clients asking for? Take 15 minutes today to make a list of all of the questions you have received from clients recently. What are their requests? What do they want more information or resources around?
- 4 Review your list from yesterday. For each question or request they have made, what can you offer? Make a list – even if you currently don't offer these.
- 5 If you had all the time in the world, and all the resources, how would you support clients?
- 6 Make a list of all the topic areas clients want supports in. Take 15 minutes – what do you notice?
- 7 Looking at your list of topics, what do you currently have in existence? What could you develop?
- 8 Review your list of topics and supports. Highlight the top 3-5 you feel are most interesting and relevant right now. Get even more granular – what could this look like and sound like in terms of supports?

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9	Review and finalize the item from day 7. Identify where you want to post it and any relevant hashtags (you'll post on day 10)
10	Pull items from day 8 and 9 into the platform you are using for distribution (i.e. post them into the article site, at your blog etc.).
11	Spend 15 minutes today scheduling their release – i.e. On Twitter, Instagram, Facebook, via Hootsuite or manually.
12	Pick another item from your initial list. This is #3. Expand on the 3 bullet points you have written last week.
13	Pick another item from your initial list. This is #4 Expand on the 3 bullet points you have written last week.
14	Review your tracking and/or statistics. What do they say about what needs attention right now?
15	Review and finalize the item from day 12
16	Review and finalize the item from day 13.
17	Pull items from day 8 and 9 into the platform you are using for distribution (i.e. post them into the article site, at your blog etc.)
18	Consider where else things could be posted, shared. Do this with the time you have.
19	Spend 15 minutes today scheduling their release – i.e. On Twitter, Instagram, Facebook, via Hootsuite or manually.
20	Free Action Day – What do you really want to cross-off your list?
21	Pick another item - #5. Expand on the 3 bullet points you have written last week. Draft out this article, post, video.
22	Pick another item - #6. Expand on the 3 bullet points you have written last week. Draft it out.
23	Review and finalize your day 21 item.
24	Review and finalize the item from day 22.
25	Review and finalize the item from day 13.
26	Pull items from day 24 and 25 into the platform you are using for distribution (i.e. post them into the article site, at your blog etc)
27	What do your metrics say about the new articles/posts/videos you have created this month? What have you learned from this process? How can you duplicate this.
28	Schedule time for moving the rest of your content ideas forward next month.
29	Review what worked for you this month, noting what's no longer on your list
30	Review what metrics you have been tracking. Note changes for next month.
31	Celebrate and note your learning. What's shifted in your business this month?

If you want to take an even deeper dive around the topics listed here, consider checking out the posts at the Coaching Business Builder Blog at www.CoachingBusinessBuilder.com, or at the Group Coaching Ins and Outs blog – <https://groupcoaching.blogspot.com>.

Share with others your **#1BizStepaDay** on Instagram or other social media channels using the hashtag **#1BizStepaDay** You'll also want to follow the **#90DaysPlanDoTrack** series on Instagram @CoachingBizBuilder. Enjoy!

Jennifer Britton - Potentials Realized

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www.CoachingBusinessBuilder.com
 @CoachingBizBuilder
 @EffectiveGroupCoaching
info@potentialsrealized.com



Author of Coaching Business Builder(2018) and PlanDoTrack (2019), Effective Virtual Conversations (2017), From One to Many: Best Practices for Group and Team Coaching (2013) and Effective Group Coaching (2010)



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info@potentialsrealized.com

