

Plan, Publish, **GROW**

Use this checklist to create a holistic plan for your business each month, allowing you consistent opportunities to grow and nurture your list, a live event to invite leads to attend.

Choose a Theme for the Month

- ☐ Brainstorm a theme that aligns with the season, audience interests, or your goals.

Use Your Theme to Plan a Monthly Live Event

- ☐ Pick a topic, title and date—use Write With AI in GetOiling for ideas and copy!
- ☐ Create a Zoom Meeting in GetOiling
- ☐ Create a date-based Campaign that:
 - ☐ Confirms registration (Day 0)
 - ☐ Reminds them of upcoming call the day before (Day 1)
 - ☐ Reminds them an hour before & sends Zoom Meeting link (Day 2)
- ☐ Create an Event in GetOiling, or use a Landing Page
 - ☐ Attach your campaign
- ☐ Share your event or landing page all month!

Plan 4 Blog Posts for the Month

- ☐ Use Write with AI to generate topics for 4 blog posts that align with this month's topic.
- ☐ Add topics to your [Trello Board](#)
- ☐ When you're ready, follow [this checklist](#) to plan posts, and [this one](#) to publish.

Plan 4 Emails for the Month

- ☐ Use Write with AI to help you write emails that entice your subscribers to click and read your blog post, and to register for your upcoming event.

Example Prompt:

"I am a wellness influencer who helps first-time moms and moms of young kids take control of their family's wellness with easy-to-implement steps and safe, natural products.

Write a 3-5 sentence email promoting my blog post titled [paste blog title]

Here are the contents of the blog post: [paste blog post body].

The email should also promote my upcoming event titled [title of event] on [date].

More info on the event [paste event description].

Use a tone that piques curiosity and invites readers to click the link to read more."

- ☐ When you're ready, follow [this checklist](#) to schedule your emails.
- ☐ Be sure to include links to blog posts and your event when mentioned!

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Plan 3-4 Social Posts Per Week

- ☐ Collect post ideas on your [Trello Board](#)
- ☐ When you're ready, follow [this checklist](#) to create & schedule posts.
- ☐ Be sure to include links to blog posts and your event when mentioned!

Types of Posts to Plan:

- ☐ Blog post promotion (1-2 posts per week).
- ☐ Caption Example: "Always on the move this summer? Here are 5 things I never leave home without for natural wellness on the go."

Event promotion (1-2 posts per week).

- ☐ Caption Example: "Traveling, parenting, juggling it all? Join me live for simple summer swaps that keep your energy, sleep, and sanity on track."

Engagement or value-driven posts (1 per week).

- ☐ Caption Example: "What's one wellness must-have you always bring when you travel?"