

# WEB DESIGNER ACADEMY

## 90 DAY ACTION PLAN

TO CREATE PASSIVE INCOME AND GET CLIENTS YOU LOVE!

**Knowledge is nothing without implementation!** Over the past 6 weeks we have learned the recipe for creating a web development (or online) business that you love, and now it's time to gather the ingredients together and start cooking!

This 90-Day Action Plan will be broken down into 12 weekly action steps (including what we've covered in class) - and you can just start wherever you are!

Remember, you have a bonus 1:1 consultation with me when you've completed the Web Designer Academy to help you with anything you're struggling with, and you always have access to me via the Facebook group.

So let's get started!!

# WEEK 1: SURVEY SAYS?

*If you try to work for everyone, you'll end up working for no one.*

## ACTION ITEMS

- ❑ Select a niche that aligns with the intersection of web development and an area in which you have expertise or passion. This is what will set you apart from all the other web developers out there and add value to your services.

- ❑ **Create an OPEN-ENDED survey** targeted toward your niche. You're more likely to get results from a conversational, casual tone. You can use SurveyMonkey, Google Forms, email the questions to people you know right in an email or simply post the questions in a Facebook group or on LinkedIn and ask people to respond right in the group. [Sample questions here](#) - make sure you ask all of these questions in addition to anything else you want to know!
- ❑ **Find out where your niche hangs out online.** How? Well, since you're an expert and/or passionate in that area, ASK PEOPLE! Don't underestimate the power of Facebook and LinkedIn - tap into those networks. "Hi there, I'm looking to interview people in [industry] for a project I'm working on - do you know of any Facebook groups, forums, LinkedIn groups, websites, communities, meetups where I can find people like this?"  
  
[Here's a list of my favorite Facebook groups.](#) They may not be related to your niche, but again, don't underestimate the power of these groups. People have all kinds of interests and connections - all you have to do is ASK and contribute to these groups where you can. **Persistence is key here in getting the information you need.** You're an entrepreneur, so are the people in these groups - you'll find lots in common :)
- ❑ **If the "please take my survey" approach doesn't work, try the "can I interview you for a project I'm working on" approach.** Then send the questions in an email instead of a survey format, or hop on the phone or Skype.
- ❑ Collect and analyze results, making note of the top pain points your niche has.

# WEEK 2: WHO ARE YOU?

*People want to work with people they know, like & trust.*

## ACTION ITEMS

- Continue collecting and analyzing survey results.
- Complete the [branding worksheet](#).
- Evaluate your website for the know, like & trust factor & make necessary changes OR
- Start building your website utilizing know, like & trust factor strategies.
- Start the Free 5 Day Website Challenge - dual purpose: help you implement the know, like & trust factor AND help you start to learn the basics of what every online business owner needs for their website (including you!).

# WEEK 3: MO' MONEY, LESS

## PROBLEMS

*Your value comes not from your web design skillset, but from your ability to solve problems for other people.*

## ACTION ITEMS

- Identify the top 3 Pain Points from your survey analysis.

- ❑ What education/information can you provide to solve each of these pain points? *It does not matter if someone else is already doing this, you are the only one who can be you, and you're an expert in your niche. This can also be 3 separate education pieces, or one piece that addresses all three pain points - whatever makes sense for you.*

- ❑ [Review this list of my favorite Affiliate Programs.](#) Which affiliate products can you promote support your solution(s)? What products do you use already in your day-to-day business? What things have you paid for to build your business and education? Google to see if they have affiliate programs. Sign up for those affiliate programs.

## WEEK 4: GIVE IT ALL AWAY

***Give away more information than feels comfortable. That's what will get you clients you love to work with!***

### ACTION ITEMS

- ❑ Select a mailing list provider (hint: choose one that you can promote and earn affiliate commissions from). I recommend [ConvertKit](#).
- ❑ Create your freebie. This will be some content/information/education that solves a problem. The format does not matter. It can be content in an emails or series of emails, a PDF download, a video tutorial.

What's most important is to make sure that you are targeting your WORDS toward your niche - speaking in terms of their problems and how they will FEEL once their problem is solved. And you already know how they will feel because you asked them. Their words are powerful and using them in your marketing is what's going to attract them to you.

- ❑ Set up the tech to deliver your freebie and followup emails. This is covered in the Free 5 Day Website Challenge, the [ConvertKit](#) video I made, and the Week 4 video in the coaching program. Follow up emails should continue to build the know, like & trust factor and the relationship, and continue to provide value. You can continue to solve pain points, you can refer them to your favorite resources. Note: you'll be offering a service and a free consultation at as the last email in this series, but we're not quite there yet :)

## WEEK 5: YOUR FIRST SERVICE

***20% of your clients are responsible for 80% of your revenue: the path to creating repeat customers.***

### ACTION ITEMS

- ❑ Design a basic WordPress maintenance & support package with a low monthly subscription fee. Outline what you'll include (updates, backups, etc.)

I highly recommend [ManageWP](#). This tool serves a dual purpose in providing a service and aiding in our development process. The fee is a low barrier to working with you and a stepping stone to future business. Once people can trust you with a little thing, they'll begin to trust you with the bigger stuff. You can model your service after my [WordPress Protection Package](#). I teach the nuts and bolts of ManageWP in the BFF Academy.

- ❑ Draft some copy for your sales page to promote this service (use the [Work With Me template in this doc](#), which is part of the paid upgrade of the 5 day website challenge). Again, use the words that you learned in your service. "Don't have the time or resources to keep your WordPress site updated and secure because you're too busy [talking a bride off the ledge, planning your next fundraiser, finishing that book, teaching a hot yoga class]? Let me take care of that for you with my [service]. I'm not like other web developers, I know exactly what it's like to [have no time, no budget, no whatever niche's problems are] need because I was one..." etc.
- ❑ Set up the e-commerce for the sale of this service on your website. There are NUMEROUS ways to this up - lots of WordPress plugins, etc. I teach some

e-commerce in the BFF Academy, I use Infusionsoft, if you use ConvertKit you can integrate with PayPal and tag people that have paid and drop them into another email sequence. If you need help with this part, let me know in the Facebook group. There is some customer management you'll need to do with this - you'll want to get your paying customers on their own email list, and you'll need to follow up with them to get them connected to ManageWP.

# WEEK 6: IF YOU BUILD IT, THEY WILL NOT COME.

*Passive income = massive action*

## ACTION ITEMS

- ❑ Complete your marketing sequence:
  - ❑ Call to action on your website to sign up for your freebie
  - ❑ Immediately: Deliver freebie via email #1 (promote affiliate links in this freebie)
  - ❑ Day 2: Deliver more valuable information via email #2 with a one sentence mention of your paid maintenance service at the end.
  - ❑ Day 3: Deliver email #3, the “let’s get to know each other better” email, where you talk a little bit about why you’re so passionate about serving their niche as a web developer. Last paragraph includes more details about your maintenance service and a link to the sales page.
  - ❑ One week later - invitation for a free consultation - and a link to schedule. This could be for a new site, a website review, a conversation about a problem they are having, etc.
- ❑ Include the following in all of your emails: A call to action to share a link to opt in to your free thing, Your signature, a link to your website, all of your social media handles, a call to action to follow you there, and a link to your maintenance service.
- ❑ Test all of your tech!
- ❑ Sign up for the [Free 30 Day List Building Challenge](#) and start working through it. Consider upgrading to the Fast Track since you’ve already completed creation of a freebie.

# WEEK 7: CREATE YOUR SCHEDULE

*Small consistent actions daily = huge results*

## ACTION ITEMS

- Pick one Social Media site to focus on each month. That way you don't have to be everywhere all the time.
- Schedule daily time to learn about how to leverage that social media platform for business.
- Schedule daily time to engage on that platform.
- Schedule weekly time to create content for your niche that solves their tech problems and promote that content on social media.
- Schedule daily time to work through the 30 Day List Building Challenge.
- Consider creating a Facebook or LinkedIn group where you provide support for your freebie. Schedule time to engage in that group.
- Schedule time to find and follow people on social media in the industry that you are serving.

# WEEK 8: SOCIAL MEDIA

*Social media can be more powerful than SEO!*

## ACTION ITEMS

- Write 2-3 short facebook posts about your freebie using the following formula: What problem does it solve & for whom? How will they feel when they are no longer struggling with this problem. Call to action.
- Create a graphic in Canva for your freebie.
- Link to your freebie from your Facebook profile.

- Pin a post about your freebie to your Facebook page.
- Pin a post about your freebie to the top of your Twitter account.
- Make a short video of you talking about your freebie.
- Join all of the Facebook groups, LinkedIn groups, online communities where you found people to take your survey. Don't forget the list I gave you - the membership in those groups is very diverse!
- Create an Instagram profile. Link to your freebie in your Instagram profile.
- Create a Pinterest page. Create a pin that links back to your freebie.
- Sign up for the [Rockstar Guide to Social Media](#) and download the social media tracking sheet. Start tracking your numbers.

## WEEK 9: PROVIDE VALUE

*You're building a list, let's use it!*

### ACTION ITEMS

- Brainstorm a list of topics you can blog about. Put yourself in the shoes of someone working in your niche - what can you share with them that will help them better leverage their website?
- Create tutorials around those topics. You'll have already scheduled time to do this. They can be video tutorials, written tutorials - but make sure the content is super actionable!!
- Decide on a schedule to release these tutorials. There is no right or wrong schedule - just do what's realistic for you and then be consistent. If it's once a month or once a week, it doesn't matter.
- Post the tutorials to your blog, email them to your list and promote them on social media.

## WEEK 10: FREE WEBSITE REVIEWS

*Now we're really providing value!*

- Make a checklist of the features of the ideal website for someone in your industry. Find several sites in your niche that you LOVE and would be proud to build for a client



and start listing all of the features that you think are imperative. Remember, YOU are the expert. Your client doesn't know what they don't know about websites. (You'll already have created this as a part of building your template and your checklist, but make sure it's fully fleshed out and specific to your niche.)

- ❑ Decide how much time you're willing to put into free website reviews each week. Maybe it's one hour a week for 2 people - 10 minutes to review and analyze, and 20 minutes to discuss with the person.
- ❑ Set your schedule in Acuity Scheduling and create an intake form asking people what they LOVE about their site and what they don't like so much about their site.
- ❑ Promote the free website reviews on your social media channels and to your list. People can self-schedule, and you only have to do as many as you want as often as you want.
- ❑ Do your analysis. Share with them what they are doing really well, share a few things they could improve upon and HOW to improve them. Give them all the information they would need if they were going to do it themselves.
- ❑ Follow up via email and offer your services or products to help them improve. Offer a discount for booking or buying in the next 24 hours.

## WEEK 11: CONSISTENCY

- ❑ Repeat all the actions you are taking in Weeks 8, 9 and 10. It is the consistent action of providing value via social media and email that is going to result in list growth, and free consultations will help you connect with potential clients. You are planting seeds that will bear fruit later.

## WEEK 12: EVALUATE

- ❑ Review your Google Analytics. You should have set up a Goal per the 30 Day List building challenge. Look at your conversion percentage. What adjustments can you make to improve that? Test out a new call to action to sign up for your freebie for the next 30 days, or adjust the title of your freebie.
- ❑ Look at your social media tracking numbers - are they growing? Are you being consistent in your actions? What can you change, improve?
- ❑ Look at your list growth - is it growing? Are you being consistent with your list building efforts? What can you change, improve?
- ❑ Look at your Google Analytics and see which social media channels are driving the most traffic to your site. What can you do to drive even more traffic?

- ❑ Find your top 3 blog posts via Google Analytics. Make sure those posts are optimized for list building (smart bar, pop-up, in-line optin, etc.)