

30 Days of Community-Building Action!!

- **THE EXPERIENCE:** 30 days taking action to grow your community
- **THE PLAYERS:** Motivated business owners from all over the world!
- **THE TIME:** Every Monday-Friday at 10 AM EST for 15-20 minutes
- **THE PLACE:** A conference line which works just like placing a normal long distance call **218-486-1300 Pin #356145**
- **THE RULES**
 - Each day you must get at least 10 points on the grid of activities
 - You if you get more than 10 points on a given day, you can transfer the extra points to another day of the same week, if needed
 - You may use weekend days to stockpile points for the coming week
 - You may have 2 “free” days during the game to opt out as well as weekends.
 - Each morning you update the group on your score from the following day.
 - You choose a buddy to be in communication with & support
 - You may miss a call, but must email your previous day’s points to coco@worldchangingbusiness.com by the end of the day.
- **THE OBJECTIVE:** The objective of this program is for you to amass 200 points, and in doing so, you will (1) build your Creative Concept, one simple step at a time, (2) build your Partner Offer, (3) set up your website and email system, (4) implement your Community-Building System by reaching out to partners and building your list with them, and (5) create a new set of behaviors that will ensure your ongoing success.
- **THE SPREADSHEET:** Following this page is the Community-Building Action Grid. Print out a new grid each week to track your activities. Keep a file of all four weeks, so you can add up your totals.



The 30 Days of Community-Building Action! Grid

Your 30 Day Goal: _____

Activity	Pts	Mon	Tue	Wed	Thur	Fri	Sat	Sun
Date								
General Activities								
1 Attend the 30-Days of Community-Building Action Call at 10 AM	1							
2 Work on homework from Spark Your List for 1 hour (a catch-all place)	2							
3 Take 10 minutes to connect with your Decision Manifesto and take the action to nurture the feeling of your Decision	1							
4 Take 10 Minutes to Review Your Unique Message, Creative Concept, and Partner Offering	1							
Build Your Free Giveaway								
5 Work on the content of your Free Giveaway for 1 hour	2							
6 Finalize the title(s) of each component of your Free Giveaway	1							
7 Complete the outline for all the elements of your Free Giveaway	3							
8 Complete your Free Giveaway and distribute to the SYL group for review	3							



9	Work on the method of distribution of your Free Giveaway for 1 hour (in an email message, in an email with a link, on audio postcard(s), or via immediate access on web page)	2								
10	Complete the distribution system of your Free Giveaway and have at least 1 person test it out and successfully receive your offer	3								
11	Send out your Free Giveaway to all people on your list currently	3								
12	Make Free Giveaway Available for new options	5								
13	Do something fun to celebrate completion of your Free Giveaway!	2								
14	Work on your Stay-In-Touch System for 1 hour	2								
15	Finalize the title(s) of each component of your Stay-In-Touch System (eNewsletter, monthly community call, weekly podcast, or whatever you intend do deliver ongoing)	1								
16	Complete an outline of the content you intend to include in each issue of your Stay-In-Touch offer	3								
17	Create a detailed checklist of everything you will need to do each time you deliver your Stay-In-Touch offer	2								
18	Block in time each week/month to complete the activities on your checklist	2								
19	Work on the method of distribution of your	2								



20	Stay-In-Touch Offer for 1 hour (in an email message, in an email with a link, on audio postcard(s), or via access to a web page) Complete the content of the first issue of your Stay-In-Touch Offer	3																			
21	Do something fun to celebrate the completion of your Stay-In-Touch System!!	2																			
22	Send out your first Stay-In-Touch offering	3																			
Build Your Partner Offer																					
23	For your Partner Proposal Kit, creation of a 1-page introduction letter you can customize and send out to lots of partners / organizations	2																			
24	For your Partner Proposal Kit, creation of a 1-page bio that tells organizations/companies about your experience and background	2																			
25	For your Partner Proposal Kit, creation of a 1-page or less description of your "Partner Offer" – what your specific invitation is to them, and what the benefits to them include	3																			
26	Complete your Partner Proposal Kit with 1-page intro letter, flyer, bio, plus any other collateral, so that it's ready for use	2																			
27	Send your Partner Proposal Kit to your first Partner Prospect	3																			
28	Do something fun to celebrate the completion of your Partner Proposal Kit!!	2																			
Reach Out To Partner																					
29	Create a Partner Prospect Spreadsheet where you can create a continuously	1																			



30	growing list of partner prospects, and tract your activities (include Name, Website, Email, Phone, Tier, and Notes/Actions) Create a list of 10 types of businesses or professionals that share the same target market as you, and might make a good partner	1											
31	Select one type of profession/business and create a list of 20+ businesses/ organizations/ individuals that you could potentially partner with in the future – add these to your Partner Prospect Spreadsheet	1											
32	Send Partner Proposal Kit to 4 organizations/individuals/companies	2											
33	Follow up via phone to 4 organizations/individuals/companies to which you sent a Partner Proposal Kit	2											
34	Sign up 1 partner to participate in your Partner Offer (Yay!!!)	3											
35	Do something fun to celebrate your partner sign up!!	2											
36	Partner Follow Through- once a partner says yes to your offer, 1 hour of time spent in activities the ensure you have everything from them and that it can be made available as promised to their community and yours	2											
Website and Email Setup													
37	1 Hour of investigating web technologies	2											
38	1 hour of working on creating an opt-in box on your website	2											
39	1 hour of working on the content of your	2											



64	brochure/flyer/marketing collateral of yours in their office space																			
65	Write and sign a letter of agreement with a Partner stating each other's commitments and compensation/benefits	5																		
66	Distribute a flyer for a product, service, or upcoming event to 5 Partners (be sure to include, who it's for, and 3-8 key benefits)	2																		
67	Have an initial meeting with a partner prospect to get to know each other and discuss how to help each other	3																		
68	Have a touch-point meeting with a partner (these are ongoing follow-up meetings with partners)	1																		
69	Send an announcement to your community and your alliance's community letting them know about your new Partner	3																		
70	Have a meeting/phone call with a partner or a partner prospect AND propose/work on some kind of creative, collaborative way to help each other – something specific	3																		
71	Conduct some kind of live event with a partner	5																		
Email Newsletter Activities																				
72	Create you newsletter management system (either a manually operating system or decide to use a newsletter service)	3																		
73	Set up auto-responder to thank subscribers for signing up																			
74	Ad opt-in to your website, so people can sign up for your newsletter	2																		
75	Decide on a format (text or html) and create a template for your newsletter (including newsletter name, contact info, unsubscribe	1																		



	instructions, table of contents, personal note, featured promotion, and content, which can include tips, an article, your short bio, a free resource, a recommended resource, etc.)																			
75	Join the Directory of eZines (http://www.directoryofezines.com/)	1																		
76	Create a list of 10 topics for upcoming issues of your Ezine and file it in an "Ezine Ideas" folder	1																		
77	Determine the frequency of sending your Ezine (weekly, bi-weekly, monthly) and put on your calendar the dates when you'll be sending it out for the next year	1																		
78	Write an issue of your Ezine so it's ready to publish (feel free to write several in advance so they're ready when you need them)	4																		
79	Send out an issue of your Ezine	2																		
80	Create a webpage to post/archive all previous Ezine issues	2																		
81	Set up a 30-Day auto-response series running ever 3-4 days that a subscriber will receive after signing up for Ezine	3																		
82	Post your Ezine to 5 online directories	3																		
83	Post an article to 5 online directories	3																		
84	Post an article to SubmitYourArticle.com	3																		
85	Promote your Ezine in your email signature: change your signature to include an invitation to sign up	1																		
	Blogging Activities																			



86	Decide on the name and type of content to put on your blog	1								
87	Determine the frequency you intend to blog and establish a schedule on your calendar for blogging	1								
88	Set up the technical aspects of your blog so that it's online, up, and running.	3								
89	Write an entry into your blog	1								
90	Respond to another person's blog in your same field and refer back to your blog	2								
91	Send out an email or newsletter that in some way refers back to something you posted in your blog	1								
92	Create a cross-promotional relationship where you promote someone else's blog and they promote yours	3								
Add the Points From Each Day This Week:										

This Week's Total Points:	
Total Points From Previous Weeks:	
TOTAL POINTS?	