

The Anti-Overwhelm Plan

Break your business down into components – there are 6 Components that you have to manage on a regular basis. Take your time on each component, do not rush through it. I've included links to my favorite resources for getting this done. Start with creating your Coaching Canvas – so you always have a one page visual of your business as a whole – then:



- I. Client Personas
 - a. Develop no more than 3 client personas that you cater to. If you are just starting, create 1 persona.
 - i. Do [research](#) on each persona so you can understand them inside and out.
- II. Website
 - a. Develop your website, colors, language, tone based on your 3 persona's preferences and needs.
 - b. Create the free offer on your site based on the desires of these 3 personas.
- III. Blog
 - a. Write articles – 2 per week based on the needs of your 3 personas.
 - i. Schedule your articles using an [editorial calendar](#).
- IV. Social Media
 - a. Create content for one month in one day so it is done. Use a template (I included one). You can create great [graphics](#) for free! The basics you need are:
 - i. Daily:
 1. Daily motivational quote
 2. Daily [image](#) – fun, moving, inspirational
 3. Daily tip (or twice weekly)
 - ii. Twice Weekly:
 1. Promote one internal event within your business
 2. Promote one of the following of your own: website, free offer, group, etc.

