


CODEBOOK Week 2: Action Plan

Remember you have 2 weeks for this module, plus an implementation week.


VIDEOS

MODULE 2:
25 VIDEOS

 2 hrs and 42
min on
website

COMMUNITY

INTERACT IN COMMUNITY
AND SHARE IDEAS.

 3/15 10am CENTRAL
CONNECTING TIME.

3/18 7PM CENTRAL
CONNECTING TIME

ASSIGNMENT

1. Brainstorm and create ideas for content
(See WORKBOOK IN MODULE 1 on site)
2. Post with a purpose to your target market.

NOTES:

EXPERIMENT WITH CONTENT

MY PLAN

01

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02

_____	_____
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03

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CODEBOOK Week 4: Action Plan

IMPLEMENTATION WEEK: CATCH UP WEEK.

VIDEOS

MODULE 2:

25 VIDEOS

2 hrs and 42 min

on website

23 MIN A DAY

FOR 7 DAYS

COMMUNITY

INTERACT IN COMMUNITY
AND SHARE IDEAS.

3/29 LASER FOCUS
BRAINSTORM CONTENT 6-
8PM CENTRAL TIME. TRY TO
BE THERE LIVE IF AT ALL
POSSIBLE OR AT LEAST
SCHEDULE YOUR REPLAY
TIME TO WATCH.

ASSIGNMENT

CATCH UP IF NEEDED.
MAKE IT A PRIORITY.
WATCH THE VIDEOS.
POST AT LEAST ONCE
A DAY ON YOUR PAGE
AND TRY TO GO LIVE
AT LEAST 1 TIME A
WEEK.

NOTES:

MY PLAN

01

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02

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03

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WHAT IS YOUR BIGGEST AHA MOMENT SO FAR?

CODEBOOK MODULE 2 VIDEOS

CHECK OFF THE VIDEOS AS YOU WATCH

- | | |
|---|---|
| <input type="checkbox"/> VIDEO 1 WELCOME | <input type="checkbox"/> VIDEO 14 MAKE A POST |
| <input type="checkbox"/> VIDEO 2 PERSONAL PROFILE | <input type="checkbox"/> VIDEO 15 CONTENT |
| <input type="checkbox"/> VIDEO 3 2 CUSTOMERS | <input type="checkbox"/> VIDEO 16 HOMEWORK |
| <input type="checkbox"/> VIDEO 4 POSTING PURPOSE | <input type="checkbox"/> VIDEO 17 AUDIENCE CS |
| <input type="checkbox"/> VIDEO 5 CALL TO ACTION | <input type="checkbox"/> VIDEO 18 AUDIENCE BP |
| <input type="checkbox"/> VIDEO 6 ENGAGEMENT | <input type="checkbox"/> VIDEO 19 AUDIENCE PAGE |
| <input type="checkbox"/> VIDEO 7 PROMOTIONAL | <input type="checkbox"/> VIDEO 20 MESSENGER |
| <input type="checkbox"/> VIDEO 8 4 WAYS TO SELL | <input type="checkbox"/> VIDEO 21 AUTOMATED |
| <input type="checkbox"/> VIDEO 9 SIMPLE VIDEO IN CS | <input type="checkbox"/> VIDEO 22 TIPS |
| <input type="checkbox"/> VIDEO 10 LIVE ON PRODUCER | <input type="checkbox"/> VIDEO 23 PAGE BUTTON |
| <input type="checkbox"/> VIDEO 11 LIVE ON PHONE | <input type="checkbox"/> VIDEO 24 GROWING |
| <input type="checkbox"/> VIDEO 12 BRAINSTORM | <input type="checkbox"/> VIDEO 25 AD BASICS |
| <input type="checkbox"/> VIDEO 13 INTRO TO CS | |