6-week SUMMER CHALLENGE

WEEK	THEME	FOCUS	BRAINSTORM STARTER IDEAS	DAILY MUST DOS	5-MINUTE QUICK WINS	TOOLS TO HELP YOU GET THERE
WEEK 1	BE SEEN, NOT SALESY	BUILD VISIBILITY WITHOUT BEING PUSHY	WHAT ARE YOUR MOST-ASKED SUMMER QUESTIONS? WHAT QUICK TIPS CAN YOU SHARE?	REPLY TO COMMENTS AND DMS, SHARE 1 STORY OR POST	REPOST AN OLD TIP WITH A NEW VISUAL	PLANOLY, META OR LINKEDIN SCHEDULAR FOR QUICK SCHEDULING
WEEK 2	THE HUMAN IN YOUR BRAND	SHOW THE REAL PERSON/PEOPLE BEHIND THE BUSINESS	WHAT INSPIRED YOU TO START YOUR BUSINESS? WHAT DOES SUMMER LOOK LIKE FOR YOU?	SHOW UP ON STORIES WITH A FACE-TO-CAMERA OR PHOTO UPDATE, CHECK POST CAPTIONS INCLUDE A HUMAN ANGLE	WRITE A SHORT CAPTION OR BLOG ABOUT YOUR WORKING DAY OR SUMMER JUGGLE	CANVA FOR FACE-TO-CAMERA GRAPHICS OR BRAND STORYTELLING POSTS
WEEK 3	MAKE IT EASY TO BUY	SUBTLE SELLING AND SMARTER CALLS-TO-ACTION	WHAT DO PEOPLE NEED TO KNOW TO SAY 'YES' TO WORKING WITH YOU? WHAT OBJECTIONS CAN YOU ANSWER?	CHECK ALL LINKS ARE WORKING (BIO, BUTTONS, WEBSITE), SHARE A BOOKING LINK OR HIGHLIGHT A SERVICE	UPDATE YOUR SOCIAL BIO WITH A CTA OR LINK TO CURRENT OFFER	LINKTREE FOR UPDATED CTAS AND EASY NAVIGATION
WEEK 4	REPURPOSE & REUSE	GET MORE FROM WHAT YOU'VE ALREADY DONE	WHICH PAST POSTS PERFORMED WELL? WHAT CAN YOU REPACKAGE OR RESHARE?	RESHARE AN OLD BLOG OR SOCIAL POST, SCHEDULE 1 REUSED POST	SCREENSHOT AND SHARE A PAST TESTIMONIAL WITH A NEW CAPTION	GOOGLE DRIVE TO STORE AND REUSE PAST CONTENT ON NEW CANVA TEMPLATES
WEEK 5	BORROW SOME BUZZ	ENGAGEMENT THROUGH TRENDS, EVENTS & COLLABORATIONS	WHAT EVENTS, AWARENESS DAYS OR TRENDS ARE HAPPENING THIS WEEK? WHO COULD YOU COLLABORATE WITH?	COMMENT ON 3 OTHER ACCOUNTS, SHARE A LOCAL EVENT OR TREND IN STORIES	SHARE SOMETHING YOU'VE SEEN WHEN OUT AND ABOUT WHICH SPARKS A THOUGHT ABOUT YOUR BUSINESS/INDUSTRY	CHATGPT FOR TRENDING POST IDEAS, INSTAGRAM OR LINKEDIN SEARCH FOR INSPIRATION
WEEK 5	PLAN AHEAD	SET UP FOR SEPTEMBER	WHAT'S COMING UP IN SEPTEMBER? WHAT CONTENT COULD YOU SCHEDULE NOW TO EASE THE PRESSURE LATER?	REVIEW PERFORMANCE OF SUMMER POSTS, START A ROUGH OUTLINE FOR SEPTEMBER CONTENT	LIST 5 THINGS YOU WANT TO TALK ABOUT NEXT MONTH	ASANA, NOTION OR TRELLO TO OUTLINE YOUR AUTUMN PLAN