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**✅ 60 Minute Traffic Masterclass – Action Checklist**

**Foundation**

* Define my ideal audience (who they are, what problem they have, where they spend time online)
* Write a simple positioning statement: “I help [who] do [what] so they can [result]”
* Optimize my home base (website, landing page, or profile) with a clear headline and call-to-action
* Create a simple lead magnet (checklist, cheat sheet, template, or guide)
* Set up an email sign-up form or landing page

**Social Media Fast Wins**

* Research trending hashtags, audios, or topics in my niche
* Create one piece of snackable content (short video, post, or carousel)
* Join 1–2 groups or communities where my audience is active
* Engage with at least 3 influencer posts with thoughtful comments
* Repurpose one piece of content into another format

**Content That Pulls Traffic**

* Brainstorm 3–5 hooks that grab attention
* Use the Hook → Value → Call-to-Action formula in my content
* Write or film one micro-story to connect with my audience
* Add a call-to-action to every post, video, or article

**Leveraging Other People’s Audiences**

* Identify 3–5 influencers, blogs, or podcasts in my niche
* Draft a simple collaboration or guest pitch
* Answer at least 2 questions in a community forum (Facebook group, Reddit, Quora)
* Leave helpful, visible comments on influencer content

**Search Traffic Shortcuts**

* Find 3 long-tail keywords using Google autocomplete or related searches
* Write a short blog post or record a simple video targeting one keyword
* Answer a question on Quora or Reddit that relates to my niche
* Review and update old content with better titles or keywords

**Email & List Building**

* Create a 3–5 email welcome sequence (deliver lead magnet, add value, introduce offer)
* Promote my lead magnet on social media profiles and posts
* Send my list an email linking to new content I’ve created

**Automation**

* Schedule at least 1 week of social posts in advance
* Set up an automated email sequence for new subscribers
* Create a repurposing system (e.g., turn every video into a blog and 2 graphics)
* Delegate or outsource repetitive tasks when possible

**Daily 60-Minute Plan**

* 10 mins – Research hook or trending idea
* 20 mins – Create one piece of content
* 15 mins – Engage in groups, forums, or influencer posts
* 10 mins – Promote lead magnet or email my list
* 5 mins – Double-check CTAs are included everywhere

**Weekly Rhythm**

* Day 1: Create social content
* Day 2: Engage in groups and collaborations
* Day 3: Publish search-based content (blog or video)
* Day 4: Repurpose and schedule content
* Day 5: Promote lead magnet and email list
* Day 6: Automate or outsource
* Day 7: Review results and adjust