

**Month: AUGUST 2012**

**Monthly Marketing Goals:**

- Top 5 in SERPs for biz site
- Land at least 2 new clients
- Min. 10k visitors to biz site

**Marketing Tactics:**

- 3 new blog posts per week to stay fresh in search
- Release free short e-book to build quality backlinks
- Send at least 10 pitches
- Make at least 20 cold calls
- Network 30 min daily on social media sites

**Other Opportunities:**

- Summer olympics
- Simplify your life week

**Notes:**

- Post more during simplify your life week about how freelancers can help business owners simplify their professional lives.
- Tie Olympics into timely blog posts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b> Social media Blog post Write e-book	<b>2</b> Social media Blog post Write e-book 5 pitches	<b>3</b> Social media Blog post Write e-book	<b>4</b>
<b>5</b>	<b>6</b> Social media Blog post Write e-book	<b>7</b> Social media Blog post Write e-book	<b>8</b> Social media Blog post Write e-book	<b>9</b> Social media Write e-book 10 cold calls	<b>10</b> Social media Blog post Write e-book	<b>11</b>
<b>12</b>	<b>13</b> Social media Blog post Write e-book	<b>14</b> Social media Write e-book	<b>15</b> Social media Blog post Edit e-book	<b>16</b> Social media Edit e-book 5 pitches	<b>17</b> Social media Blog post Edit e-book	<b>18</b>
<b>19</b>	<b>20</b> Social media Blog post Format e-book	<b>21</b> Social media Format e-book	<b>22</b> Social media Blog post E-book pre-launch	<b>23</b> Social media E-book pre-launch 10 cold calls	<b>24</b> Social media Blog post E-book pre-launch	<b>25</b>
<b>26</b>	<b>27</b> Social media Blog post Launch E-book	<b>28</b> Social media Promote e-book	<b>29</b> Social media Blog post Promote e-book	<b>30</b> Social media Promote e-book	<b>31</b> Social media Blog post Promote e-book	