

30-Day Action Plan

A focused first month to start compounding direct bookings.

TOOLKIT

Week 1 — Foundation

- ☐ Define your brand promise
- ☐ Audit your website with the checklist

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Week 2 — Capture

- ☐ Launch one genuinely useful lead magnet
- ☐ Set up the welcome email sequence

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Week 3 — Discovery

- ☐ Publish one Answer-Engineering content piece
- ☐ Fix top SEO + AI gaps

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Week 4 — Momentum

- ☐ Turn on email follow-up for past guests
- ☐ Review results, plan next 30 days