



How to Create a Focused Monthly Planning Process



How I Can Help You

My name is Penney Fox. I'm a Social Media Productivity Coach.

I own a social media consulting business that's NOT like a typical social marketing agency. I don't write copy for Facebook posts, set up online campaigns or implement monthly social media posts.

And I'm not a mindset coach or someone who teaches you some woo-woo belief system so we can hunt for unicorns that fart glitter.

I'm here to teach you practical productivity steps to help you grow your social presence to connect with more qualified people who want to buy your services, your products or online coaching programs.

I get it. I know that the social media struggle is real.

As a single mom, I totally understand what it's like to have so much on my to-do list that I'd never thought I'd get it done. I created lists and sub-lists on sticky notes just hoping that would help.

It didn't work.

All it did was create more of a sticky mess and I'd end the day with the regret of how much I didn't get done.

If I spent time with my son, my Instagram account didn't get updated. When I spent hours in my Facebook groups trying to connect with new people, I'd find my son sitting in front of the TV and calling out to me, "Mom, are you done yet?"

I just couldn't figure out how to find that elusive balance between work and family life. Something had to give and it was usually my social media marketing.

When I realized my business had hit a wall, I needed to step up my social marketing. I learned how to get creative and came up with ideas where I could find pockets of time in my week to grow my social presence.

I tested and tweaked and posted my way into a social media routine. I found a way to get my social stuff done and have time with my son. I figured out a way to find a balance to my life.

I want to share these ideas with others who are struggling with their social media marketing so I developed the Social Media Productivity Planner.



How To Use The Planner

Your business is different than everyone else out there doing the same thing, blogging about the same topics or creating the same type of products and services. Your business or blog is different because you're different.

Everything about what you do is different - your schedule is different, you have your own personal life that you have to incorporate into your daily busy schedule and how you get your work done is different.

And it's not an easy thing to follow the expert's advice to do this on social media or spend your time working on that social network. It's just not that easy because you're not like everyone else.

Your business is different and so is your schedule.

And that's the big thing I want you remember as you work through the steps in this FREE section of the Social Media Productivity Planner. This is NOT a cookie cutter template where you fill out a form so you can check off a social media plan on your list.

There are four sections in the Social Media Productivity Planner with exercises and worksheets for you to work through as they connect with your business.

Below is a breakdown of each section to see what you'll learn and what you'll do with each completed step of the Social Media Productivity Planner process:

Social Media Review

This section will help you sort through where your business or blog has been and how to plan for smarter goals to get you where you want to go. You'll work through the Review worksheets to learn why numbers are not good goals.

Setting Goals

Learn the process to get more done every week while you develop your own system to prioritize your to-do list with the action steps that will help grow your business. You'll go through Goal Setting worksheets to be more effective with your time online and to ensure that you'll have a more profitable month.

Getting It All Done

You'll get the answers to your question - - *how do I get all this done without adding hours to my already full schedule?* This section's Planning worksheets will help you ensure that you can plan out your content for your social media marketing posts every month.

Measuring Your Results

In the final section, you'll learn how to track where your connections are coming from and where you should be spending your valuable time online. When you fill out the Tracking worksheets, you'll get the big picture of what's working with your social media plans and you'll be able to see what needs tweaking.

All of these strategic sections combined will guide you through the process to fit social media marketing into your life that makes sense into your already crazy busy schedule.

This FREE section of the Social Media Productivity Planner is meant to be written in, it's set up for you to print out the worksheets to use every month and to take notes about your progress, struggles and celebrating your success. It is meant to be your weekly check-in tool.

Just think about what could happen if you stopped feeling overwhelmed, you stopped being unorganized and you just followed the simple steps in the Social Media Productivity Planner?

If you filled out all the worksheets every month and showed up to do the real work. What can you imagine will happen?

Because it's not about just writing out some goals and then filling out the numbers for your follower counts on a worksheet. Being successful in your business or blog using social media is so much more than just a bunch of numbers!

For your FREE review of the Social Media Productivity Planner, we'll focus on the section to help you learn how to get it all done.

This FREE section of the Social Media Productivity Planner will help you sort through your ideas and help you develop a planning process to help you grow your business.

It's about turning the expert's advice into something you'll actually do every week. It's about learning social media skills to make your time online efficient and effective.

It's about finding the balance with all your social media marketing, tweaking what's not working for you and learning to fit it all into your already crazy busy day.



Why You Need Task Tracking

What's a Task Management System and Why do You Need One?

Task management is creating a system to help you learn what to do on your list and how you can fit that into your schedule. It's not anything complicated that requires you to sign up for an expensive online program.

It's simply, the way you work through your to-do list.

There's a ton of systems that can help you sort through this process. You can try using an online app or the planner worksheets. It doesn't matter what you use. It's more important that you find what works for you to help you power through your social media and all the other things you have on your weekly to-do list.

Step 1: Make a list

Use the **Weekly Master List** get that stuff out of your head. Your first list is usually more of a brain dump where there's no order or priority to what comes first.

Don't worry about **WHAT** you're using as long as you take this first step to get it all out of your head and into one place. You can also add personal items like scheduling a dentist appointment and things to do for your business like writing your weekly newsletter into your brain dump. I find it helpful to have everything I need to do that week in one place.



Weekly Master List

Your weekly brain dump

To do this week:

Top projects:

Goals:

Appointments, Home projects, To Remember:

Step 2: Organize your list

Once you do a brain dump of everything, you'll see the full picture of what you need to do for the week.

Next review your brain dump notes to decide which items are the most important ones that you need to work on.

Now it's time to get serious about prioritizing your action items.

If growing your Facebook presence by networking in Facebook Groups is a top priority in your social marketing then doing some research on how to use Instagram is most likely going to be pushed down to the bottom of your list.

But blocking off 30 minutes a day to post in your Facebook Groups would be listed higher in your list.

Step 3: Schedule your week

Now you know what you need to do so the next step is to schedule these action items into your planner for the week.

I tried to start with ten of the things on my list but I found that my week could only handle three of the action items for my business and three things in my social media marketing list.

How did I figure out that I could only manage adding in six things?

I worked through the steps of something I call Task Tracking. You can use **the Task Tracking Worksheets** on the following pages to help you evaluate all the action steps you do every week.

This is the process that lets you see how long things really take so you know what you can realistically add into your schedule for the day.

Let's get into the **Task Tracking worksheet** to help you get more done every week!

To work through this process, use the following steps:

1. From the **Weekly Master List**, write out the top things you do every week.

Think of this like your master social media to-do list.

2. If the items have several steps, use the next section to list out a breakdown of your action items.

3. Then spend the next week or two tracking yourself doing these tasks. Write down the time it actually takes from the start of your item until you can honestly cross that off your list.

Think of this worksheet like you're filling out a time sheet. What time did you start and what time did finish the work?

4. Take notes if you need to in the Notes section. I find it helps to note if I had to come back to finish something the next day or if I needed to add another step before this one.

5. In the next section, make some notes as to which of these social activities are the top action items you need to do to help you grow your business and include a priority number next to each item.

6. Now starting with the #1 priority item, schedule those items into your weekly planner and **block off the time it'll take to really and honestly get those things done.**



Task Tracking Worksheet

Social Site Activity	Time It Takes	Notes	Prioritize This Activity



Task Tracking Worksheet

Do you need to break down one of your Social Media Activities into smaller action items? Use this worksheet to track each part of the activity.

Social Site	Time it takes or do you need more steps?
Action Item	