

**CREATIVE
ACTION
PLAN**

1. What can I do to build more of an audience?

Brainstorm and write down all your ideas for increasing your audience size (blog traffic, email subscribers, social media followers, etc.). Try to think + write for 10 minutes straight, nonstop. Remember to add your ideas from the article linked below and additional research.

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2. What can I do to build deeper and better connections with my audience?

Write down all your ideas for customer service, increasing the quality of first interactions, and consistently wowing people when you connect with them. Think through all the platforms that you leave an impression and build community in. Don't forget to add your research and ideas from the article linked below.

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3. What can I do to streamline my processes?

Take one or two processes from the article linked below and follow the instructions in the guide. Don't forget to ask yourself the key questions in Section 3 to identify areas of your processes and projects that may need to change.

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4. What improvements can I make to my online presence in terms of functionality and organization?

Record your ideas and research (based on the guide's instructions) for bringing more organization and better functionality to your online presence.

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5. What improvements can I make to my online presence in terms of availability and quality of content?

Record at least 10 ways you can improve your brand in terms of content.

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6. What improvements or additions can I make to my online presence in terms of design?

Jot down notes for making your online presence look better to your audience.
Don't forget the extra steps and research in the creative action plan article.

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7. What can I do or create to help more of my audience take action on my paid products and services?

Write down all your ideas for creating more of a flow for your audience to get to your paid products and determine whether or not the products apply to them.

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8. What can I do when business is slow to still feel accomplished?

Record your ideas for activities that will be a great use of your time or give you clarity for business decisions. Don't forget the extra resources from the guide.

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9. What administrative and backend tasks can I do now so they won't be hanging over my head later?

Write down all the administrative tasks you must complete in order to keep your business running smoothly. Keep this list handy to refer back to.

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10. What can I do when I don't know what I should be doing?

Make a cheat sheet of items from the past several pages (and your observations in general) that you can accomplish when you don't feel like you know where to go next.