LESSON 07

YOUR FIRST-MONTH ACTION PLAN

Four simple weeks that turn everything you have learned into a real, running faceless business.

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WELCOME BACK

You have done a lot of learning. This lesson is all about doing. Over the next four weeks, you will put each piece in place, one small task at a time.

Starting a business can feel like a lot to hold in your head. That is why we split it into weeks, and each week into daily tasks that take about 30 to 60 minutes.

Miss a day? That is completely fine. Pick up where you left off. Progress, not perfection.

> **A QUICK NOTE**
>
> Results are different for everyone. This plan helps you build a strong foundation; it is not a promise of sales in a set amount of time.

Warmly,

The Ghost Growth Lab team

YOUR LEARNING PATH

Here is where this lesson fits in your academy journey:

01	Find your niche	complete
02	Build your brand	complete
03	Create your first digital product	complete
04	Set up your shop & licenses	complete
05	Grow on social media	complete
06	Email marketing made simple	complete
07	Your first-month action plan	YOU ARE HERE
08	Track, budget & keep going	

KEEP GOING

Finished a lesson? Tick it off and keep moving. Small, steady steps beat big, rare ones every time.

YOUR MONTH AT A GLANCE

Week	Focus	By the end you will have
Week 1	Decide & plan	A clear niche, audience, and first product idea
Week 2	Create & set up	A finished product and a live shop listing
Week 3	Show up	A polished profile and your first week of posts
Week 4	Connect & systemize	An email list, a routine, and a plan for month two

HOW TO USE THIS PLAN

- Block out the same time each day, even if it is only 30 minutes.
- Tick each task off as you go. Seeing progress keeps you motivated.
- Use the earlier lesson workbooks whenever a task needs more detail.
- Save Sunday (or any day you choose) as a rest-and-review day.

> **BEFORE YOU BEGIN**
> Write down why you are starting. On busy days, your reason will keep you going.

Why I am building this business:

How much time I can give each day this month:

WEEK 1: DECIDE & PLAN

Use with: Lessons 01 and 02

- [ ] Day 1: Finish the Find Your Niche workbook and choose your niche.
- [ ] Day 2: Describe your ideal customer: who they are and what they need.
- [ ] Day 3: Research five accounts and shops in your niche. Note what you like.
- [ ] Day 4: Choose your brand name and check that the handle is free.
- [ ] Day 5: Pick your colors, fonts, and voice using the Build Your Brand workbook.
- [ ] Day 6: Decide on your first product: create your own, or resell one with rights.
- [ ] Day 7: Rest and review. What felt easy? What felt hard?

My niche and ideal customer in one sentence:

Notes, wins, and questions this week:

WEEK 2: CREATE & SET UP

Use with: Lessons 03 and 04

- [ ] Day 8: Outline your product (or read your resell license carefully).
- [ ] Day 9: Build or customize your product in Canva.
- [ ] Day 10: Finish and proofread it. Ask a friend to test it.
- [ ] Day 11: Choose your platform and create your shop account.
- [ ] Day 12: Make your cover image and product mockups.
- [ ] Day 13: Write your listing and shop policies, then publish.
- [ ] Day 14: Rest and review. Buy your own product to test the download.

My first product and where it is listed:

Notes, wins, and questions this week:

WEEK 3: SHOW UP

Use with: Lesson 05

- [ ] Day 15: Set up or refresh your Instagram profile: name, bio, link, and highlights.
- [ ] Day 16: Write down three content pillars for your niche.
- [ ] Day 17: Batch-create five posts or Reels using your templates.
- [ ] Day 18: Publish your first post and reply to every comment.
- [ ] Day 19: Post a Story, and spend 15 minutes engaging with others in your niche.
- [ ] Day 20: Publish your second post. Try a different hook.
- [ ] Day 21: Rest and review. Which post did best, and why?

My three content pillars:

Notes, wins, and questions this week:

WEEK 4: CONNECT & SYSTEMIZE

Use with: Lesson 06

- [ ] Day 22: Choose your email tool and create your free gift.
- [ ] Day 23: Build your sign-up page and add the link to your bio.
- [ ] Day 24: Write and schedule your five welcome emails.
- [ ] Day 25: Plan next month’s content calendar.
- [ ] Day 26: Set up a simple weekly routine (see the next pages).
- [ ] Day 27: Send your first weekly email.
- [ ] Day 28: Celebrate! Then review the whole month with the reflection page.

My weekly email day and topic for week one:

Notes, wins, and questions this week:

YOUR WEEKLY ROUTINE

After the first month, a simple routine keeps things moving without burnout. Here is a starting point. Change it to fit your life.

Day	Main task	Time
Monday	Plan the week and write captions	45 min
Tuesday	Create posts and Reels in Canva	60 min
Wednesday	Write your weekly email	30 min
Thursday	Work on a new product or improve one	60 min
Friday	Engage, reply, and check your shop	30 min
Saturday	Optional: batch extra content	30 min
Sunday	Rest and quick review	15 min

AVOID BURNOUT

If you start to feel tired or stuck, cut back to the three essentials: one post, one email, and one hour on products each week. That is enough to keep growing.

MONTH-ONE REFLECTION

What am I most proud of this month?

What worked best (posts, products, or emails)?

What took longer than I expected?

What will I stop, start, and keep doing next month?

My three goals for month two:

ONE MONTH DOWN.

You built a real business foundation, one day at a time. Be proud of that. Month two will feel easier because the hard setup is done.

Next: Lesson 08, Track, Budget & Keep Going.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team