# Days 1-7: Build a Clear Offer

FREE 14-DAY ACTION PLAN

## Your first week

- [ ] Day 1: Pick one specific customer problem.
- [ ] Day 2: Describe your offer in one sentence.
- [ ] Day 3: Research comparable offers and customer questions.
- [ ] Day 4: Choose a starting price and calculate basic costs.
- [ ] Day 5: Create a sample or truthful product preview.
- [ ] Day 6: Set up and test payment or booking.
- [ ] Day 7: Ask for feedback and improve clarity.

**My offer and price**

**My strongest customer question**

# Days 8-14: Show Up and Learn

FREE 14-DAY ACTION PLAN

## Your second week

- [ ] Day 8: Publish one helpful post.
- [ ] Day 9: Demonstrate how the offer works.
- [ ] Day 10: Participate in relevant conversations.
- [ ] Day 11: Share a clear explanation of what customers receive.
- [ ] Day 12: Answer questions and address objections honestly.
- [ ] Day 13: Review clicks, inquiries, and feedback.
- [ ] Day 14: Improve one part of the offer and plan the next test.

**The marketing action that generated the most interest**

**What I will test next**

# First Sale Tracker

FREE 14-DAY ACTION PLAN

**Record your experiments, not just purchases**

| Date | Action | Views / replies | Inquiries | Sales |
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**What I learned from this 14-day test**

A first sale is not guaranteed. Use feedback to guide your next steps.