

PLAN WITH PURPOSE

# The Small Business Marketing Planner

A practical, undated planner for clearer priorities,  
consistent content and steady business growth.

## Inside your planner

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- Daily and weekly planning
- Undated monthly calendar
- Goals and action steps
- Content planning
- 30-idea marketing challenge
- Monthly reflection

# Daily Planner

Focus on what will move your business forward today.

DATE

TODAY'S INTENTION

## TOP THREE PRIORITIES

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## SCHEDULE

## TO DO

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## MARKETING MOVE

One action to improve visibility, trust or sales:

## NOTES AND IDEAS

## END-OF-DAY CHECK-IN

What worked today?

What is the first priority tomorrow?

# Weekly Planner

Plan the week around your most important priorities.

WEEK OF

THIS WEEK'S PRIMARY GOAL

MONDAY

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TUESDAY

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WEDNESDAY

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THURSDAY

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FRIDAY

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SATURDAY + SUNDAY

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THIS WEEK'S MARKETING PRIORITY

# Monthly Calendar

MONTH

YEAR

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     |     |
|     |     |     |     |     |     |     |
|     |     |     |     |     |     |     |
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KEY DATES

MONTHLY FOCUS

# Goals Into Action

Turn a big idea into clear, manageable next steps.

## MY GOAL

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## WHY THIS MATTERS

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## HOW I WILL MEASURE IT

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## MILESTONES

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## POTENTIAL ROADBLOCKS + SOLUTIONS

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## NEXT FIVE ACTION STEPS

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# Content Planner

WEEK OR CAMPAIGN

PRIMARY OFFER OR MESSAGE

WHAT DOES MY AUDIENCE NEED HELP WITH RIGHT NOW?

| IDEA / HOOK | FORMAT | PLATFORM | CTA | STATUS |
|-------------|--------|----------|-----|--------|
|             |        |          |     |        |
|             |        |          |     |        |
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IDEAS TO SAVE FOR LATER

# The 30-Move Marketing Challenge

Small actions that build stronger visibility, trust and momentum.

|                                                                   |                                                                    |
|-------------------------------------------------------------------|--------------------------------------------------------------------|
| 01 Rewrite your homepage headline <input type="checkbox"/>        | 02 Update one service description <input type="checkbox"/>         |
| 03 Ask a client for a testimonial <input type="checkbox"/>        | 04 Improve one Etsy listing title <input type="checkbox"/>         |
| 05 Create one helpful carousel <input type="checkbox"/>           | 06 Refresh your social media bio <input type="checkbox"/>          |
| 07 Add an internal link to your site <input type="checkbox"/>     | 08 Review your website on mobile <input type="checkbox"/>          |
| 09 Pin three pieces of content <input type="checkbox"/>           | 10 Answer one common client question <input type="checkbox"/>      |
| 11 Update an older blog post <input type="checkbox"/>             | 12 Share a behind-the-scenes moment <input type="checkbox"/>       |
| 13 Check one important keyword <input type="checkbox"/>           | 14 Create a stronger call to action <input type="checkbox"/>       |
| 15 Follow up with a past lead <input type="checkbox"/>            | 16 Improve one product photo <input type="checkbox"/>              |
| 17 Review your contact form <input type="checkbox"/>              | 18 Repurpose your best-performing post <input type="checkbox"/>    |
| 19 Write down five content hooks <input type="checkbox"/>         | 20 Update one page title <input type="checkbox"/>                  |
| 21 Share one client win <input type="checkbox"/>                  | 22 Make one relationship-building comment <input type="checkbox"/> |
| 23 Create an FAQ <input type="checkbox"/>                         | 24 Review your analytics <input type="checkbox"/>                  |
| 25 Remove one point of customer friction <input type="checkbox"/> | 26 Schedule next week's content <input type="checkbox"/>           |
| 27 Describe your ideal customer <input type="checkbox"/>          | 28 Promote one offer clearly <input type="checkbox"/>              |
| 29 Write down this month's lesson <input type="checkbox"/>        | 30 Celebrate one business win <input type="checkbox"/>             |

# Monthly Reflection

Notice what worked before deciding what comes next.

MONTH \_\_\_\_\_

## THREE WINS

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## WHAT PERFORMED BEST?

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## WHAT FELT DIFFICULT?

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## WHAT DID I LEARN?

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## WHAT WILL I STOP, START OR CONTINUE?

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## NEXT MONTH'S FOCUS

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One thing worth celebrating:



# Ready for a clearer marketing plan?



## WAYS TO WORK TOGETHER

## Marketing support built around your business.

Personal, strategic support for Etsy sellers and small businesses that are ready to move forward.

### FOR ETSY SELLERS

#### Build a stronger shop.

- Etsy SEO + listing optimization
- New Etsy shop setup
- Pinterest management

### FOR GROWING BUSINESSES

#### Create a stronger presence.

- Website design + SEO
- Social media management
- Paid ads management

## What clients are saying

★★★★★

Bella is amazing to work with! Not only has my business grown but I have grown as a business owner. She is really good at honing her consultation to exactly what you and your business need to grow to be successful. I highly recommend her services.

- **Mary V.**

★★★★★

Bella went above and beyond to work with me on my Instagram and Etsy Shop. She helped me get organized and structured, and gave me helpful suggestions that I can still implement into my jewelry business. She also answered questions after our consulting was over. We started working together at the moment the pandemic hit here in the USA, and Bella stayed very calm and present with the project.

- **Randy N.**

★★★★★

Highly recommend Bella for all your small business/Etsy shop needs. She's so personable, knowledgeable and professional! She's helped me grow my small business into something I'm so proud of and I can't wait to see how it continues to grow with her help!

- **Alexandra D.**

Let's make your next move clearer.

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