

DAILY INCOME PRODUCING ACTIVITIES PLANNER

Mindful Money Ltd

Daily Income Producing Activities Planner

INTRODUCTION

Hello!

Let's pause for a moment together. I have some questions for you, and I invite you to answer them honestly. Perhaps take out your journal and reflect on the feelings or thoughts that arise as you do. Know that these questions come from a place of love, with the hope of inspiring you to reach for your *big dreams*.

- How long have you been running your business?
- Have you celebrated some amazing milestones on your money journey?
- Do you feel stuck, like you're doing all the "right" things but aren't seeing the growth you hoped for?

Here's something I see all too often: Many solopreneurs and micro-entity business owners get stuck in a cycle of chasing answers.

They follow every "guru," try every shiny new product or strategy, and still feel like they're spinning their wheels. And honestly?

It's no wonder—it's excellent marketing!

These experts make it so tempting to believe their solution is the *one* that will transform your business.

But here's the real truth: Getting unstuck isn't about doing *more*. It's about doing the *right* things for your unique business.

The overwhelm comes from trying to do too much, listening to too many voices, and losing sight of your own path.

It's time to step back, breathe, and focus on the basics—those activities that truly bring money and momentum into your business.

Your money-making actions will look different from anyone else's, and that's a beautiful thing. It's about tuning into your big dreams and creating practical, meaningful steps to bring them closer each day.

Remember Albert Einstein's wise words: "*The definition of insanity is doing the same thing over and over again but expecting different results.*"

So, are you ready to shift things, align with your dreams, and plan for success? Let's get started!

STEP ONE: DECIDE WHICH ACTIVITIES MAKE YOUR UNIQUE BUSINESS BLOOM

As a solopreneur, you wear many hats and face an endless list of daily tasks. But not all tasks are created equal, especially when it comes to boosting your bank balance. If profitability is your goal, the key is to focus on the activities that directly generate income—your moneymaking tasks.

Why Prioritize Money-Making Tasks?

While every task may seem important, spending too much time on non-essential activities can leave money on the table. We often prioritize clients—which is crucial—but at the expense of our own business-building efforts.

If you're not consistently marketing and nurturing prospects, what happens when a client leaves? Will you have a pipeline of eager prospects ready to step in? Probably not.

Focusing on moneymaking activities ensures you're growing your business and creating consistent cash flow. These activities could include email campaigns, social media marketing, paid ads, or following up with leads—anything that brings revenue into your business.

In contrast, non-moneymaking tasks like administrative work or responding to non-urgent emails can be essential but shouldn't dominate your schedule. Delegating or postponing these tasks can free up time for income-generating activities.

Exercise 1: Define Your Moneymaking "Mix"

Every business is unique, so your moneymaking activities will look different from someone else's. Reflect on what directly generates income in your business. If you've been tracking your marketing results, you likely have insights into what's working. If not, start by brainstorming and refine your list over time.

Exercise 2: Identify Non-Moneymaking Tasks

It's equally important to pinpoint the tasks that don't bring in money. These might include administrative duties, responding to low-priority emails, or organizing files. Recognizing these allows you to set boundaries—saving them for later or delegating them to a virtual assistant.

Exercise 3: Schedule Time for Moneymaking Activities

Consistency is key to financial growth. Dedicate time to moneymaking tasks daily or weekly. Whether you block off a specific day each week or allocate a few hours each day, make it non-negotiable. Schedule these tasks before anything else on your to-do list, ensuring they get your best energy and focus.

Daily Income Producing Activities Planner

Tools and Tips for Success

1. **Use a Time Tracker:** Tools like Clockify.me can help you monitor how you're spending your time. By understanding how much time non-moneymaking tasks consume, you'll see where adjustments are needed.
2. **Leverage "Work Mode" or "Do Not Disturb":** Minimize distractions by using your phone's productivity features, especially if it's a source of procrastination.
3. **Review Your Progress:** At the end of each day, evaluate how much time you spent on moneymaking versus non-moneymaking tasks. Use this insight to plan smarter for the next day.

By focusing on what truly drives revenue, you'll build a thriving business with a steady stream of clients and cash flow. Remember, aligning your actions with your goals is the ultimate path to financial flow.

EXERCISE: Define your unique money-making "mix."

Everyone's business looks different, so it's important to define what moneymaking activities exist in your unique business.

What activities are you doing in your business that directly make you money?	

Daily Income Producing Activities Planner

Exercise: Define the tasks that *DON'T* make you money.

Write down tasks that you do on a weekly basis that don't directly produce income. Decide what to do about each task on this list (delegate or eliminate).

Which weekly tasks do NOT earn you money?	
TASK	SOLUTION

For SOLUTIONS, decide if this task is still a necessary part of your business and how to manage it. Options include: Delegating non-money-making tasks; investing in tools to automate non-moneymaking tasks (like a social media scheduling tool, Facebook ads, or bookkeeping software); dropping the task completely, or dropping clients that take up too much time for too little return on investment; saying NO to any new opportunities (at least temporarily) that have been proven NOT to lead to more money, or that you don't believe will lead to more money

Daily Income Producing Activities Planner

Exercise: Schedule “Income-Producing Time” in your calendar—either daily or weekly.

Do you prefer to dedicate one day to income-producing tasks or spread it out over the course of 5 days? Take note of any standing meetings or calls (or reschedule them if there’s a conflict) and block off those hours so you focus solely on your business moneymaking tasks.

If you prefer to use a weekly calendar, try this template.

TIME	MON	TUES	WED	THURS	FRI
9AM					
9:30AM					
10AM					
10:30AM					
11AM					
11:30AM					
12NOON					
12:30PM					
1PM					
1:30PM					
2PM					
2:30PM					
3PM					
3:30PM					

Daily Income Producing Activities Planner

4PM					
4:30PM					
5PM					
5:30PM					
6PM					

STEP TWO: MAP OUT YOUR NEXT (MAJOR) MONEY-MAKING OFFER

The biggest moneymaking task is making an offer to your audience. Whether these are prospects you've been nurturing for a while or people who follow you on social media, if you're in the business to make money, you need an offer. This is the fun part for most entrepreneurs since we're always full of ideas!

To keep your business new and fresh – and to keep the creativity flowing – you'll want to spend time every single week brainstorming offer ideas. Have you heard the statistic that millionaires have an average of seven streams of income? Keep that mind if you ever feel like you "don't need to" produce a new offer!

While you don't have to actually implement every offer you produce, product and offer development should be a regular part of your money-making activities. What do you want to help others with that you don't currently? Where do you see a gap in your market where you can solve a problem or offer a service that others don't have?

In this first exercise, put your brainstorming hat on and brainstorm 5-10 new offer ideas. Don't edit yourself and dream big! What are people asking for that you don't currently offer? Do you have a continuity offer for clients who are finishing up one of your coaching programs?

Answer the questions honestly but also think on a bigger scale than you're used to. Even if you don't know how to create one of your offers now, keep it on your list. You may have a huge breakthrough in realizing this offer is easier to create than you realize and your fans will love it.

Once you have a good start on your brainstorm list, choose an offer to focus on. The offer should align with your business mission and life vision. Create an outline for it; include what it is, what's included, who it's for, what problems it solves, the name, etc.

Once your ideas are on paper, it becomes easier to see your idea as reality. You're breathing life into this idea as you write down details instead of allowing the idea to swirl aimlessly in your head.

Daily Income Producing Activities Planner

EXERCISE: Brainstorm 5-10 new offer ideas. (Or more if you have them!)

Don't edit yourself; simply let your creativity flow and jot down ideas.

NEW OFFER BRAINSTORM IDEAS
What have people recently asked you to help them with, that you don't already offer?
What do your current clients need to continue to see results from your work together?
EW OFFER BRAINSTORM IDEAS
Create a continuation offer (an offer they can buy to continue to work with you)
What other problems do they have besides the immediate problem you're solving for them?
NEW OFFER BRAINSTORM IDEAS
What could you help them with after the current problem you're helping them with?
What do past clients tend to come back to you with questions about after your work together?

Daily Income Producing Activities Planner

Brainstorm Ideas for New Offers
<i>Include random thoughts here:</i>
Brainstorm Ideas for New Offers

Daily Income Producing Activities Planner

Exercise: Decide on an offer and start creating an outline for it.

Without overthinking your choice, choose one offer and write out what it is, what's included, who it's for, what problems it solves, the name, etc.

Choose Your Offer
What's your offer? What's included?
Who is it for?
<i>Identify your target market:</i>

What problem(s) does it solve?
Name Ideas

STEP THREE: CRAFT MEMORABLE, MUST-CLICK EMAILS

Contrary to what doubters say, email marketing is NOT dead and what better way to stay in touch with your web visitors than to get them on a mailing list. With a simple opt-in offer, you can grow your list and remind them of your offers, your experience, and when your products launch. Treat this list like gold! They are the people who have given permission for you to reach out and stay connected (unlike the robocalls we're inundated with on a daily basis).

Statistics say [email converts 40x better than social media](#), so writing emails to your list should make up a BIG chunk of your money-making activities time. A large email list gives you the opportunity to create sales on demand. Keep in mind, a large list is not the ultimate goal. Rather, creating a large and ENGAGED list is where the profits really lie. Engaged means people are looking forward to your emails so they open almost every one. They trust you and will take whatever action you request, including making purchases through affiliate links.

To reach this level of engagement, you'll focus on the two parts to an email marketing strategy: growing your list and nurturing your list. Growing your list is important and can also fall into the "money-making activities" category.

That said, it's easier to sell to people who are already on your list (and might have been for a while) than new leads who don't know, like and trust you yet. However, customers are often very excited once they first join your list, so don't forget to include links to your offers in your first few emails.

Creating valuable content at least once a week for your email list that links to your offer is another must-do. Some entrepreneurs even email once a day, then twice or three times a day when they're offering a special promotion. People are busy and distracted, so they NEED to be reminded of you and what you offer, or they'll simply move onto something else. Even if sending daily emails seems like a lot, some target markets welcome it, especially when the content is solid and valuable.

Remember to promote joining your email list to your social media followers once a week. Do this by sharing a link to your freebie landing page and have them join from there. In addition to your opt-in freebie, select exclusive content that only your email subscribers have access to; more access to you will attract new subscribers but you have to tell them about it!

In this exercise, we're mapping out your emails for the next 30 days. I know, that sounds like a daunting task but the prep work is well worth the effort when you can have them scheduled ahead of time and aren't stressed about what to send.

Decide exactly what content you're going to send (or choose the content topic), when you're going to send it [date/time] and choose an applicable Call To Action (CTA). Your CTA should be relevant to the content of that particular email to have the most impact. What offer would the person reading this content need to take the "next step" and get closer to their desired goal?

If you're still stuck on what to write, what are you currently promoting? Do you have any discounts going on? Calls to action for email are similar to social media; your subscribers can hit "reply" for more information whereas on social media you can ask for a DM. The idea for email and social is to keep the conversation going.

Daily Income Producing Activities Planner

One note about this exercise: Just because you're planning 30 days does NOT mean 30 CONSECUTIVE days. Send them as frequently as your audience likes. Also take a note at a calendar if you plan holiday specials or plan some content specifically around a product launch.

EXERCISE: Map out your emails for the next 30 days.

Decide exactly what content you're going to send (or choose the content topic), when you're going to send it [date/time] and choose an applicable CTA. Use the following as a template:

PLAN YOUR EMAILS		
Topic	Date/Time To Send	Call To Action
Day 1:		
Day 2:		
Day 3:		

STEP FOUR: CREATE COMPELLING CONTENT THAT DRAWS PEOPLE INTO YOUR PROGRAMS

Content is the almighty way to get people paying attention to your programs. Social media is the go-to marketing pathway these days so you need engaging posts that attract attention but then draw your followers in even further to hear your message. Mixed with website content, email marketing, opt-ins, and video content, you have a plethora of ways to attract eyes to your offers.

Creating content is one of the best ways to make money when it's done right. When you learn how to create compelling content, you can reach unlimited numbers of people—people who could eventually (or even instantly!) become clients and customers.

Odds are, you already have a consistent social media presence. But are your posts – written, video or a combination of both – actually resulting in sales? Here are a few components to compelling content that actually leads to cash:

Compelling content speaks to your ideal clients directly and is anything heartfelt, shocking or makes them feel like you're "reading their mind."

Examples of compelling content include:

- A heart-to-heart video where you reveal something unexpected and honest
- Voicing an unpopular opinion
- Sharing a part of your story you haven't shared before about how you've achieved whatever it is you help your client achieve
- Sharing a client testimonial or case study

Compelling content always includes a call to action. CTAs that help you make money right away will lead straight to a sales page or a checkout page but can also include shooting you a DM or booking a sales call.

Compelling content also leads into a specific, related offer. No matter how interesting or inspiring your content is, if it doesn't clearly tie into the offer you're promoting, it can confuse your reader.

Example: Don't write a post about how to create a podcast and then lead into an offer that's specifically about designing your own website. While they might seem related (in a roundabout manner), it would be better to create content about website design best practices which leads to your offer about website design, for example.

Many content creators/coaches create content that's interesting and even inspiring, but it doesn't directly tie into an offer and so it just sits around and looks pretty—rather than making a profit. Always have a strategy for using your content so you can optimize your efforts.

Lastly, no matter where you post, it's important to make sure you're measuring your results so you know which platforms are actually helping you add to your bottom line. This includes your own website in addition to your social platforms. Remember other websites where you're providing content on a guest basis. Are you getting engagement? Subscribers? Customers? Coaching clients? Going forward, you'll know exactly which platforms perform the best so you can best utilize your time – and earn the most amount of money.

Daily Income Producing Activities Planner

In this exercise, you'll plan your social posts for the next 30 days. Unlike the email planning in the last step, you most likely WILL post at least one post each day so it's wise to keep a brainstorm list like this always full of ideas.

Think about & write down the following:

- Content topic/theme
- Platform
- When you'll post (including date and time)
- CTA to a specific, related offer.
- What is your specific CTA? What offer is this promoting? (THIS is what will yield results.)

Every single social media post should include some call to action. This CTA will vary depending on what the topic of the post is. Think about which offer would make the right 'next step' for the person reading this post? Also consider what you're currently launching or promoting or what openings you have for clients, etc.

For money-making purposes, you'll likely want to use one of the following CTAs:

- Link to sales page
- PayPal link or other payment link (checkout page, for example)
- DM or PM you to get more information
- Calendar link to book a discovery call

Remember...you can always repurpose your social media content and turn it into email newsletters—and vice versa! If you really love something you come up with for social, hang onto it and send it out to your email list. Use the following as a template:

EXERCISE: Plan your social posts for the next 30 days.

Social Platform:					
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Topic/Theme:					
Date/Time:					
Call to Action:					
CTA Destination:					

Daily Income Producing Activities Planner

Social Platform:					
Day 7	Day 8	Day 9	Day 10	Day 11	Day 12
<i>Topic/Theme:</i>					
<i>Date/Time:</i>					
<i>Call to Action:</i>					
<i>CTA Destination:</i>					

Social Platform:					
Day 13	Day 14	Day 15	Day 16	Day 17	Day 18
<i>Topic/Theme:</i>					
<i>Date/Time:</i>					
<i>Call to Action:</i>					
<i>CTA Destination:</i>					

Social Platform:					
Day 19	Day 20	Day 21	Day 22	Day 23	Day 24
<i>Topic/Theme:</i>					
<i>Date/Time:</i>					

Daily Income Producing Activities Planner

<i>Call to Action:</i>					
<i>CTA Destination:</i>					

Social Platform:					
Day 25	Day 26	Day 27	Day 28	Day 29	Day 30
<i>Topic/Theme:</i>					
<i>Date/Time:</i>					
<i>Call to Action:</i>					
<i>CTA Destination:</i>					

STEP FIVE: CREATE OR TWEAK AN EXISTING SALES PAGE TO SKYROCKET CONVERSIONS

When was the last time you checked the conversion of your sales pages? If your sales pages aren't working for you (aka you're not getting sales) it's time to look at them objectively and possibly hire a copywriter to help improve your messaging.

This exercise is all about tweaking your copy (or starting from scratch, it's your choice) so new visitors can't refuse your offer. That doesn't mean lowering the price, however! Let's just tweak the copy and see what results you can achieve.

Instead of feeling overwhelmed at the idea of writing a WHOLE sales page, let's break it down into necessary components to begin an outline. Once you're happy with the outline, you can flesh it out with more details, but let's get the most important aspects of your page completed first.

Here are the basic elements you need on a successful sales page:

1. **Headline.** 'Hook' them with a headline that describes your offer's overall promise.
2. **Paint the Problem.** What are they currently struggling with? **Include 3-5 bullet points.**
3. **Describe the Dream.** What do they want their life to look like after working with you/buying your offer?
4. **Introduce the Offer**
5. **Offer Details.** What specifically is included in your offer? Include a dollar value for each feature.
6. **Investment information**
7. **Call to Action Button**
8. **Introduce yourself + why you created this offer**
9. **Testimonials + social proof**
10. **Who is this offer for? Who is it not for?**
11. **Why do they need to buy now? (Urgency)**
12. **FAQs**

Here are a few additional things that can go a long way to converting prospects into customers:

1. **Adding bonuses** to add value and/or help solve another, related problem for the customer
2. **Add or update testimonials** so they're current and relevant to the offer
3. **Adding screenshots** to illustrate your points, if applicable You might show your income statements, if your program is about helping others make more money in their own businesses, for example.
4. **Check the details!** Clarifying any confusing—or conflicting—information. Look at things like pricing, program start date, countdown timers, specific features (do you have more modules now than when you started, for example?)

NOTE: Make sure you're not spending time "tinkering" with your website when you should actually just be getting in, making edits and then promoting the updated offer right away to see if it makes a difference. That said, one little tweak can skyrocket sales, so it's worth the try!

In the second exercise, you'll think of how to add an order bump, upsell, or down sell to an existing order. These are common ways to increase your sales revenue and, in the case of a down sell, a way to

Daily Income Producing Activities Planner

save an order from someone who would have otherwise exited your site. You can bundle offers together this way or test a new offer. Where in your current offer suite could you add one of the above?

To clarify:

- An **order bump** is when you ask your customer at checkout if they would like an additional product/service, often for a discounted price. Always relate the order bump to the initial offer so it makes sense!
- An **upsell** is when you're asking your customer to purchase a higher-level service; often used in the membership model, where you have different levels of membership for varying prices.
- A **down sell** is meant to save a sale. If your prospect decides your offer is too expensive for their budget, you can offer them a lower priced product/service so they don't disappear forever.

Daily Income Producing Activities Planner

EXERCISE: Create a sales page outline (or create the whole sales page!).

<p>Choose an offer you're either ready to re-launch, or a brand-new offer. Start with a sales page outline, then fill it in (either all in one go, or during your "money-making time" each week).</p> <p>Sales Page Outline</p>	
Headline	
Current Struggles	<ul style="list-style-type: none">
Describe the Dream	
Introduce the Offer	
Offer Details	
Investment information	
Call to Action Button	
Introduce yourself + why you created this offer	
Testimonials + social proof	
Who is this offer for? Who is it not for?	
Why do they need to buy now? (Urgency)	
FAQs	
Bonuses to add value	
Screenshots to illustrate your points	

STEP SIX: FOLLOW UP FREQUENTLY & CONSISTENTLY LAND NEW CLIENTS (& CASH!)

Have you ever heard the phrase, “The fortune is in the follow up”? It’s a reminder that people often need to hear our message multiple times before making a purchase. The traditional marketing rule says they need 7 touchpoints before they warm up enough to you to buy your product.

It’s also a reminder that past customers are the easiest people to sell to, simply because they have already passed through the “know, like and trust” phase. These are the people who love your products and services and will tell their friends about you, too.

Many business owners fear follow up because they don’t want to “be annoying.” That said, people are busy. But if you’re following the 7 points of contact rule, it stands to reason that the more frequently you follow up, the better your end results.

Follow up can also include emailing your list on a regular basis about your new offers. Even if these subscribers have been on your list for years, you never know when someone will come out of the woodwork and become a customer or coaching client, simply because you produced a product that caught their eye.

One note: You probably already know this but adding random contacts or people you’ve met in real life to your email list is a big no no. Your subscribers have given their permission to join; those whose business cards you have in your pocket from a networking event have not, so please don’t add them or you’ll get called out for being a spammer.

How do you follow up with those business card people? Go back to basics and make a phone call. You can send a private email, just don’t add them to your list. Or connect with them via social media and send a friendly DM reminding them of where you met.

If you’re wondering how to keep all these follow ups organized, the next exercise will walk you through creating a spreadsheet to keep your lead information organized. Use this to get you started but also know there are dozens of CRM (Customer Relationship Management) platforms that can also help with organization. You can enter your data and set up how often to follow up. Simply create a list every morning and you’ll be on your way to nurturing these relationships on a daily basis.

Daily Income Producing Activities Planner

EXERCISE: Create a follow-up list—and start connecting!

Creating this list as a living document or spreadsheet is a great idea, so you can note when you last reached out and then remove them from the list when/if they book.

Follow up Template				
NAME	CONTACT INFO	LAST CONTACT	NEXT CONTACT	NOTES

EXERCISE Create a “follow up email template” so you’re not creating these follow ups from scratch each time.

Add some personalization to the message but the bulk of your follow up message will remain the same.

Follow Up Email Template
<p>Hello [FIRST NAME],</p> <p>It was a pleasure meeting you at [INSERT PLACE/EVENT] [INSERT DATE/MONTH].</p> <p>[INSERT A REFERENCE TO YOUR CONVERSATION; DID YOU TALK ABOUT CURRENT EVENTS, A LOCAL NETWORKING EVENT, A FUNNY STORY ABOUT YOUR KIDS?]</p> <p>[REMIND THEM ABOUT YOUR COMPANY/PROFESSION AND AN OFFER, IF APPLICABLE]</p> <p>I’d love to connect again in the future. You can always reach out to me via [INSERT YOUR SOCIAL LINKS HERE OR YOUR PREFERRED METHOD OF COMMUNICATION]</p>
Write Your Email

Brainstorming Notes