

# HBA Course To-Do's Checklist

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## Module 1

- Print out your Course To-Do's Checklist. (Lesson 1-1)
- Print out and regularly review the Home Business Standards of Presence to give you some guidance on the best thinking for your entrepreneurial adventure. (Lesson 1-1)
- Book your one-on-one coaching call. (Lesson 1-1)
- Complete the 3 Question Business Plan. (Lesson 1-2)
- Create a Buyer Persona. (Lesson 1-2)
- Complete the Business Model Canvas from Strategyzer & watch the linked video series. (Lesson 1-2)
- Read *The Importance of Discovering Your Plan B*. (Lesson 1-3)
- Check out *The Audience Revolution*. (Lesson 1-3)
- Watch the Mindset Motivator video on 10 ideas a day. (Lesson 1-4)

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## Module 2

- Fill out the Website Questionnaire. (Lesson 2-1)
- Pick a colour palette - a set of 4-5 colours to use on your site and for all business branding. (Lesson 2-1)
- Add pages to Sitemap spreadsheet. (Lesson 2-1)
- Get domain & hosting. (Lesson 2-2)
- Download Website Logins and Info Template. (Lesson 2-2)
- Install WordPress. (Lesson 2-2)

- Install Astra (theme) & Elementor (plugin) in WordPress. (Lesson 2-2)
  - Take online personality test and Entrepreneurial style quiz. (Lesson 2-3)
  - Watch Mindset Motivator video on writing down and reviewing your vision. (Lesson 2-4)
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### *Module 3*

- View/print out Recommended Plugins PDF and add relevant plugins to site. (Lesson 3-1)
  - Edit pages that you are using from the Starter Site Import and delete the pages you aren't using. (Lesson 3-1)
  - Add pages to site if needed. (Lesson 3-1)
  - Set up at least one social media account. (Lesson 3-2)
  - Download and print Photoshoot Checklist. (Lesson 3-2)
  - Set up account with Hootsuite or other social media scheduler. (Lesson 3-2)
  - Check out *Expert Secrets* by Russel Brunson. (Lesson 3-3)
  - Watch Mindset Motivator video on the habit of taking action. (Lesson 3-4)
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### *Module 4*

- Set up Bookkeeping in Wave. (Lesson 4-1)
- Sign up and try out one or two of the management and organization tools. (Lesson 4-1)
- Create free download/email series/video training to collect emails of interested people. (Lesson 4-2)
- Sign up for account with Drip or Mailchimp. (Lesson 4-2)

- Create sign up form for free offer. (Lesson 4-2)
- Create an email nurture campaign. (Lesson 4-2)
- Set up one other distribution channel – e.g. video, podcast, blog. (Lesson 4-2)
- Contact Steph and share the second distribution channel you have set up for your business (the first being email). (Lesson 4-2)
- Connect Google Search Console and Google Analytics to your website. (Lesson 4-3)
- Register for Google My Business and Bing Places if applicable (Lesson 4-3)
- Sign up for a free account with Ryte. (Lesson 4-3)
- Check out *The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About it* by Michael Gerber. (Lesson 4-4)
- Watch the Mindset Motivator video on the habit of speaking your blessings. (Lesson 4-5)

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## Module 5

- Create a few images for your site and social media profiles. (Lesson 5-1)
- Add at least one image to each page of your site. (Lesson 5-1)
- Customize more settings in Astra (your WordPress theme). (Lesson 5-2)
- Download Website Maintenance Schedule. (Lesson 5-2)
- Check out *Living me to we* by Craig Kielburger & Marc Kielburger.
- Watch the Mindset Motivator video on the habit of encouraging others and prayer. (Lesson 5-4)