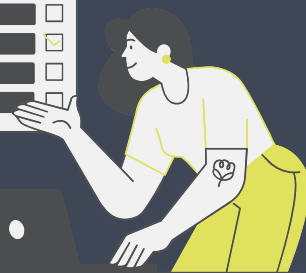
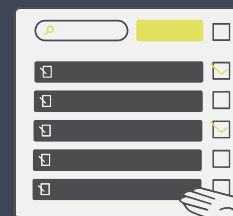


Build Your First Campaign Guide

Use this guide to create your own simple, focused campaign.
You'll complete each section step by step and walk away with a real plan you can action.

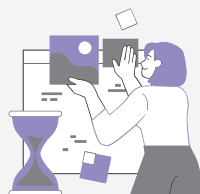


STEP 1: START WITH YOUR BUSINESS GOAL

What do you want to achieve overall? (e.g., more clients, increase sales, build awareness)

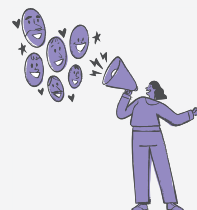
STEP 2: SET YOUR CAMPAIGN GOAL

Make it specific and measurable (e.g., Get 10 new subscribers in 4 weeks)



STEP 3: WHO IS THIS FOR?

Describe your ideal person: Who do you want to reach with this campaign?



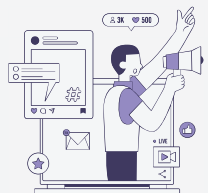
STEP 4: WHAT DO THEY NEED TO HEAR?

What's the key message or problem you solve? Keep it simple and real.



STEP 5: WHAT ARE YOU OFFERING?

What action do you want them to take? (e.g., book a call, download a freebie, buy now, subscribe)



STEP 6: WHERE WILL YOU SHOW UP?

Choose 1-2 you can manage:

- ☐ Instagram ☐ Facebook
- ☐ Email ☐ Website
- ☐ Etsy ☐ Other: _____



STEP 7: COME UP WITH 3 CONTENT IDEAS

Think of what your audience problem is and how you can give them a taste of the solution.



STEP 8: SET BUDGET AND TIME PLAN

Set the estimated budget (\$) and the estimated time you can spend per week. Any help needed (designer, copywriter etc)



STEP 9: WHAT WILL YOU DO EACH WEEK TO PREPARE?

Set out the activity over 4 weeks. Eg. Week 1 Plan, Week 2 Create, Week 3 Launch, Week 4 Follow up and measure results



YOU'RE READY TO START!

Use this sheet as your mini action plan. Keep it somewhere visible and check in weekly.