



# SIMPLIFIED *for business*

by Chrissy Gruninger

## WELCOME



Hi, I'm Chrissy, an Online Business Manager, Marketer and Strategist.

You've taken the first step to showing up in the online world and letting your bright light shine. I'm so happy you're here!

## SAVE THE TREES!



All the PDF's inside the program can be downloaded to your computer and are "fillable". Meaning you can type into them directly, no need to print! The Lorax and I thank you ;-). Just remember to hit save!

## GET IN TOUCH



Have technical questions?  
[connect@socialmediawellness.com](mailto:connect@socialmediawellness.com)  
Website:  
[www.socialmediawellness.com](http://www.socialmediawellness.com)  
Instagram: @chrissygruninger.obm



## WHAT'S INSIDE THIS TRAINING

### Online Marketing for the Intentional Business

Strategic | Authentic | Easeful

- Module 1: Getting Started
- Module 2: Branding
- Module 3: Website
- Module 4: Blogging, Podcasting, Email Marketing, Guest Posting
- Module 5: Facebook and Instagram Marketing
- Module 6: Facebook and Instagram Advertising



## BONUSES

- Mindset Matters
- Money Matters
- Business Musings
- My rolodex of services and companies worth using



## UPDATES

As long as we're connected on my email list, you'll always receive notifications of any new bonuses or updates to modules that I add. I promise never to spam!

If you notice something that you believe is out of date, please feel free to reach out and let me know!





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# DAY TO DAY ASSESSMENT



Social Media  
WELLNESS™

Over the last 1-3 years, what's been going well in my business?

What hasn't been working well in the day to day?

What do I like the most about what I'm doing [creating / offering]?

What do I like doing the least?



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# RISK ASSESSMENT

[what worked and  
and what didn't]



Social Media  
WELLNESS™

What risks have I taken that  
had positive outcomes?

What can I learn  
from those?

What risks have I taken that  
had negative outcomes?

What can I learn  
from those?

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## Module 1 Workbook

### Getting Started

WEBSITE		NOTES
<input type="checkbox"/>	Hosting company chosen	
<input type="checkbox"/>	Domain / Company name chosen	
<input type="checkbox"/>	Wordpress set up	
<input type="checkbox"/>	SSL installed	
<input type="checkbox"/>	Theme and child theme installed	
<input type="checkbox"/>	Google Analytics installed and monthly reports set up	
<input type="checkbox"/>	Branding – fonts, colors, logo	
<input type="checkbox"/>	Privacy policy, cookies, disclaimer added to site/footer	
<input type="checkbox"/>	Website up and running	
EMAIL / BLOG		NOTES
<input type="checkbox"/>	Email service provider chosen and set up	
<input type="checkbox"/>	Opt in created and set up	
<input type="checkbox"/>	Blog strategy created	
<input type="checkbox"/>	Guest Posting/Podcasting strategy set up	
SOCIAL MEDIA		NOTES
<input type="checkbox"/>	Facebook business page set up	
<input type="checkbox"/>	Facebook ads manager set up	
<input type="checkbox"/>	Facebook pixel set up	
<input type="checkbox"/>	Facebook ad set created	
<input type="checkbox"/>	Instagram business account set up	
<input type="checkbox"/>	Invite friends to like your Facebook and Instagram pages	
<input type="checkbox"/>	(other)	
<input type="checkbox"/>	(other)	
<input type="checkbox"/>	Scheduling program chosen	

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### Website Data Tracking

Month	Direct traffic	Organic traffic	Social traffic	Referral traffic

### Email Subscriber Data Tracking

Month	Total # of subscribers	# of Opt-in subscribers	# of unsubscribes

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Social Media Tracking

Month:

Site	Posting Frequency	Followers today	Followers last month
Facebook			
Instagram			

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