

## Traffic Light Worksheet

1. For each column, list as many **SPECIFIC** Social Media actions and activities that you can of.

**IMPORTANT:** Be specific. Don't put down 'Facebook'—that's too general. List what specific actions on Facebook you are willing or not willing to do.

**Example:** You may not be willing to host your own page [Red], but will participate in a small group dedicated to something you care about [Green].

**Also, VERY IMPORTANT.** Don't worry at this stage if these actions can be classified as marketing. Start by thinking of things that you enjoy personally.

Red	Yellow	Green Light
Things you absolutely refuse to do, cannot stomach, never ever, can't do.	Tactics that you'd rather not do, but can engage in under special circumstances	Actions that you are comfortable with.

**The Green column is your Honey-Can-Do-Herself list. That's where you start building your Social Media Marketing muscle. It may not be your perfect SMM plan YET—but it is a foundation that you can build on.**

## Traffic Light Worksheet--Continued

**2. Your next step—take your Honey-Can-Do list and go deeper, wider. Review all tactics on the list and add as many similar tactics as you can.**

**By working inside-out you will develop a Social Media Marketing Strategy you can be consistent with. Consistency=Success.**

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