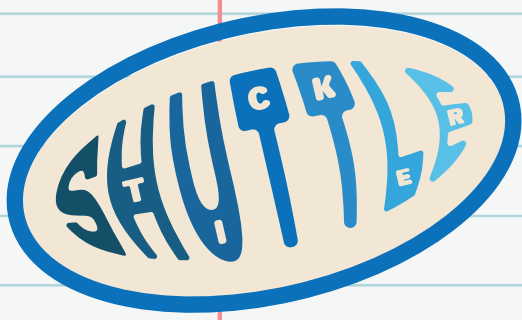


30-DAY SMALL BUSINESS CHALLENGE

by sticker shuttle

Ready to level up your
small business in just 30 days?

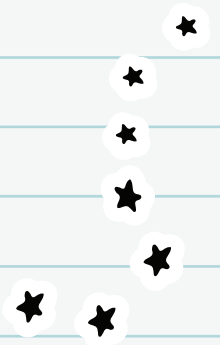
This challenge offers daily,
actionable tasks—from finance
to marketing and even some fun
with stickers—that can make a
real impact. Dive in and make
each day count!

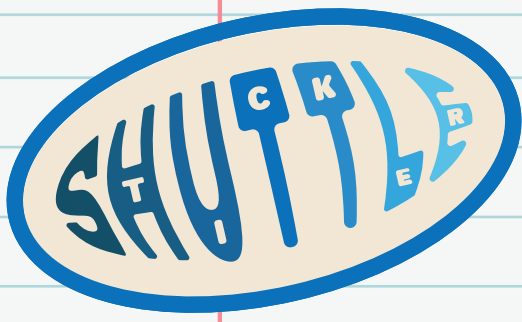


STOP!!!

I highly recommend
printing these next thirty
pages out.

Write notes. Scribble things.
Highlight. It works.





Day One

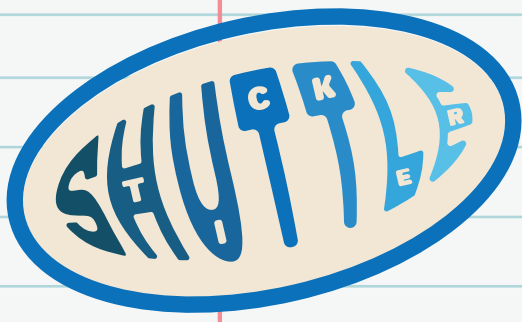


Identify Your Most Profitable Service/Product

Spend an hour diving into your sales data to see what's bringing in the most money.

Write down a goal you want to complete by the end of this.





Day Two

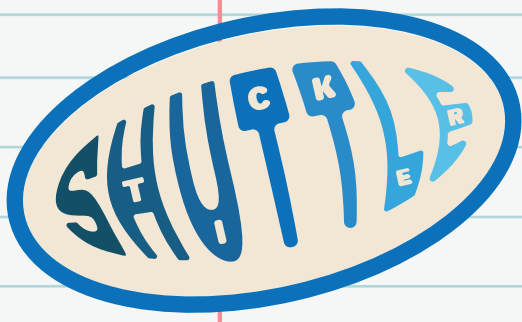


Reconnect with a Previous Customer

Send an email or even
a handwritten note to someone
who hasn't shopped with
you in a while.

Be sincere.





Day Three

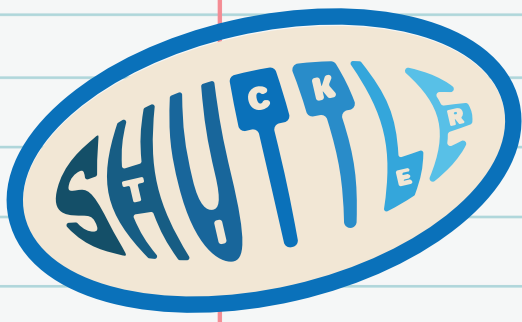


Fine-Tune Your Elevator Pitch

Refine your business pitch
so you can explain what you
do in 30 seconds flat...

Tip: Time yourself. Watch
videos online on how to
structure it.





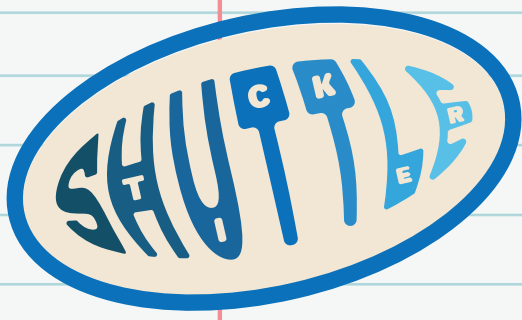
Day four



Evaluate One Monthly Expense

Take a hard look at one outgoing large cost and consider if you could find a cheaper alternative without sacrificing quality.





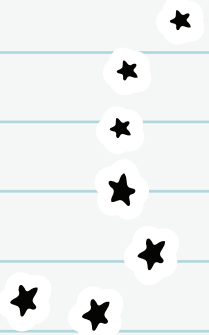
Day five

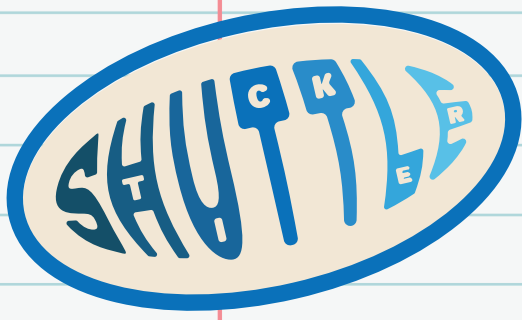


Audit Your Website's Homepage

Make sure it's clean and concise, and that visitors know what action to take.

Tip: Watch videos on YouTube that show you how to structure a landing page.





Day six

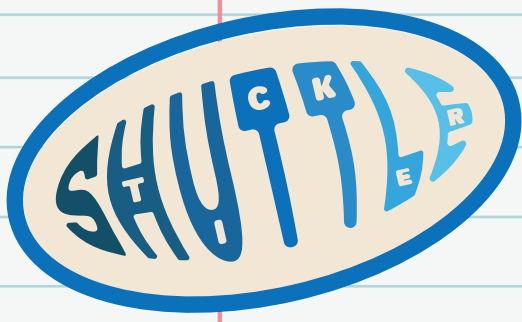


The Sticker Smile

When a customer is about to leave, say, "Wait! I have something for you," and hand them a free sticker.

Observe their reaction; a simple sticker can go a long way.





Day seven

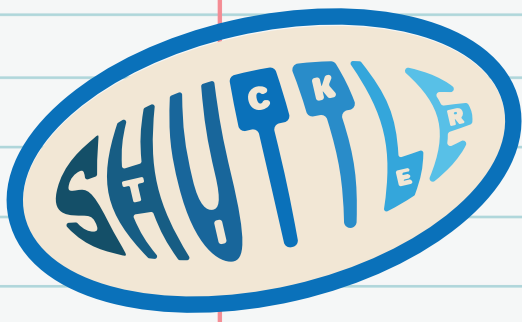


Research a Competitor

Spent some time analyzing what they do well and where you could outperform them.

Tip: Use websites and software to compare your business to your competitors.





Day Eight

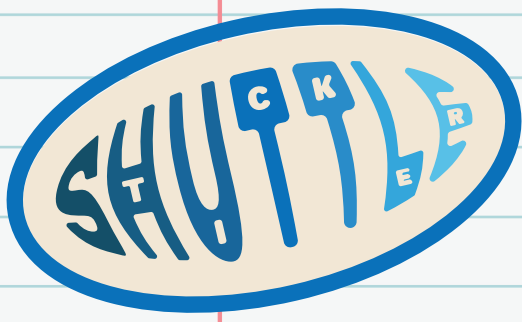


Create a simple FAQ sheet

List the top 5 questions you get asked and post the answers somewhere visible, like your website or Instagram.

Use tools like ChatGPT to create FAQ's lists for your specific business.





Day Nine



Take a 'Mental Health' Hour

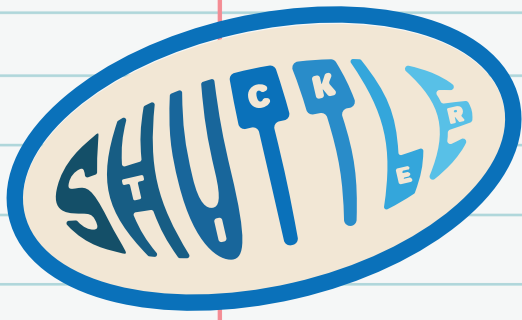
Step away from work to clear your mind; it's essential for creativity and problem-solving.

Go for a walk. Read a book.

Listen to an album.

Make cookies.

Anything but work for one hour.



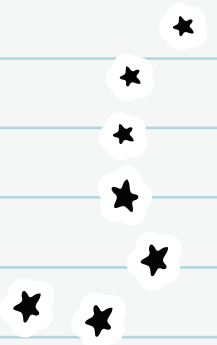
Day Ten

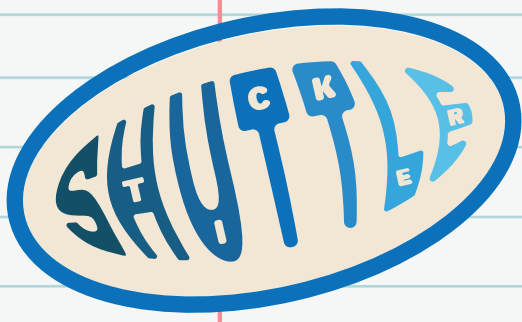


Quick Social Media Promo

Run a limited-time offer and promote it on your social media channels.

Make it feel exclusive.





Day Eleven



Survey Your Customers

Use a tool like Google Forms to ask ten customers what they love and what could be improved.

Honest feedback is crucial to any business growth.





Day Twelve

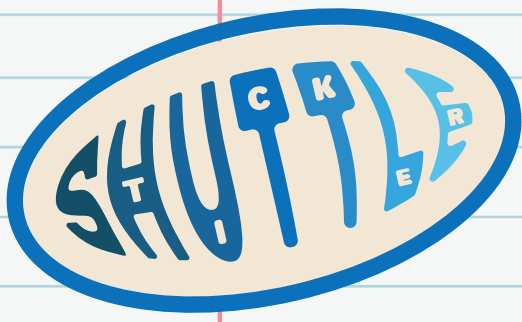


Negotiate with a Supplier

Try to renegotiate terms, even if it's just a small win like a discount for bulk orders.

Learning how to get comfortable doing this can go a long way.





Day Thirteen

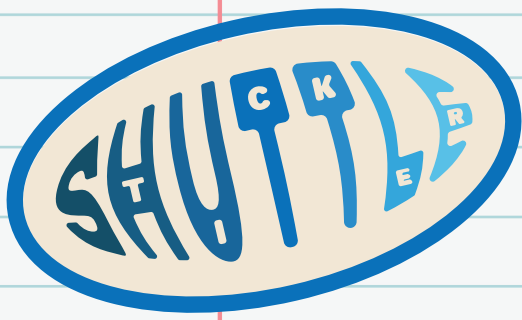


Create a Customer
Testimonial Section

Post a set of positive reviews or testimonials on social media or your website to build credibility.

This could be partnered with
Day 11.





Day Fourteen

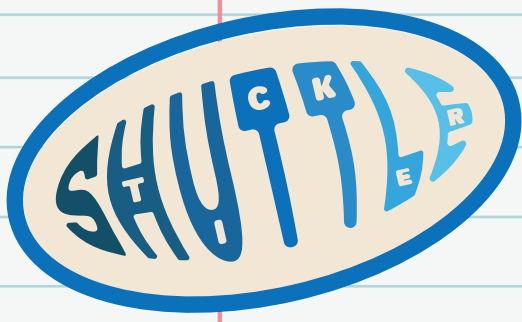


Analyze Website Traffic

Spend 30 minutes on Google Analytics to understand where your online visitors are coming from.

There are hundreds of tools out there native to most web builders that work too.





Day Fifteen

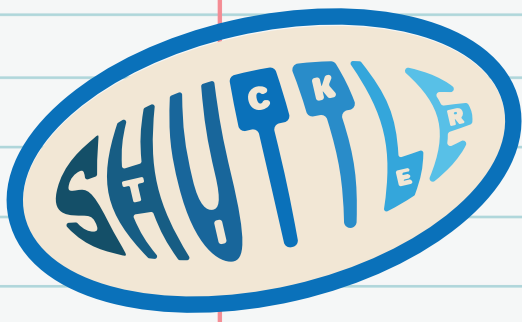


Do a Mini Inventory Audit

Take a quick stock count to ensure your records match what's on the shelves.

Try to sell things that are cluttering your space or shelving.





Day sixteen

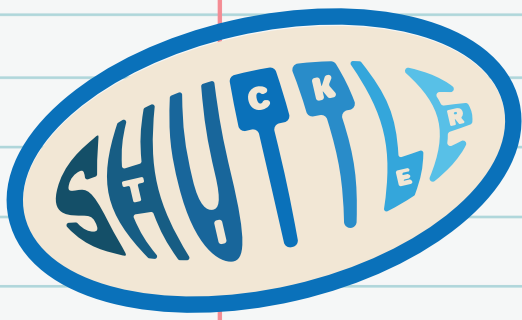


Share a Value-Added Post

Create a social media post that educates, entertains, or informs rather than sells.

The more valuable it is,
the more engagement there
will be.





Day Seventeen

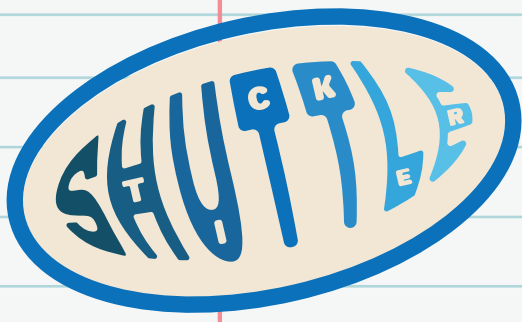


Tweak Your Email Signature

Add social media links or a tagline to your email signature.

Sometimes it's nice to add something like:
Own a business? [Click here.](#)





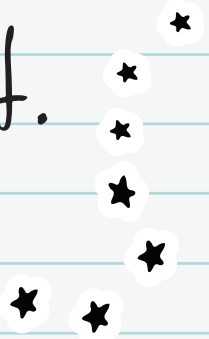
Day Eighteen

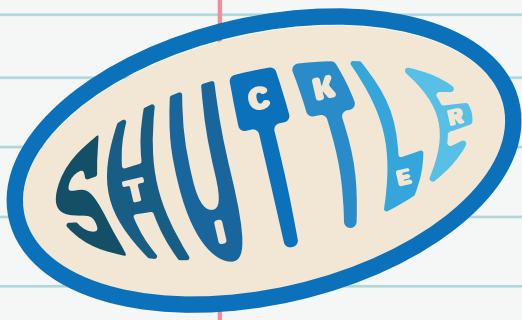


Offer a 'Sticker Discount'

If someone comes into your business with your brand's sticker on their laptop or phone, offer them a small discount as a thank you.

You can also tell anyone who shares it on their Instagram stories will get a discount.





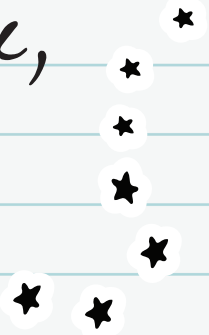
Day Nineteen



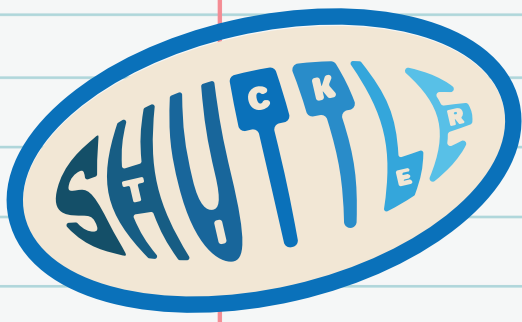
Try a New Marketing Channel

Spend \$20 to test an ad on a platform you've never used before.

Could be Snapchat, TikTok, Etsy, etc.



I once signed up for a site that immediately made 10X returns by just uploading products.



Day Twenty

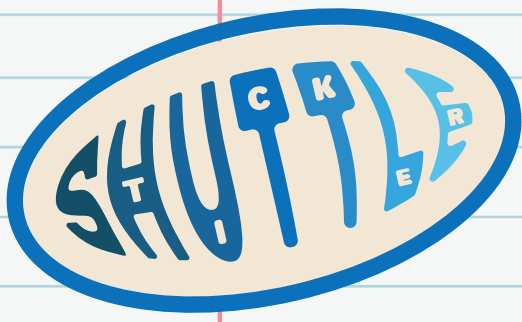


Reach out for a Collaboration

Contact a local business or influencer for a potential collaboration or partnership.

You can also just find someone in your industry on Instagram too.





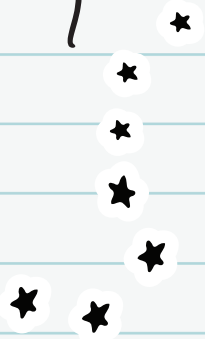
Day Twenty-One

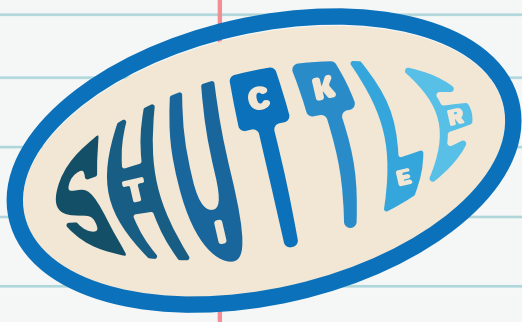


Host an 'AMA'
(Ask Me Anything)

Use your preferred social platform,
spend an hour answering questions
about your industry or business.

If you can, do it live. It will
create a sense of community.





Day Twenty-Two

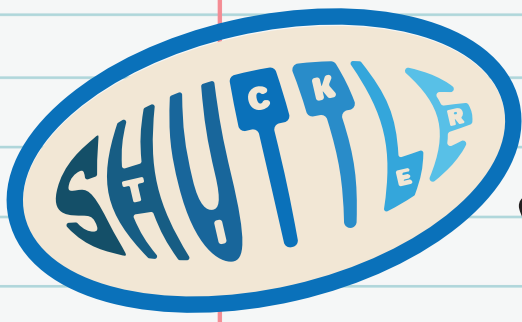


Create a Quick How-to Video

Film a 1-2 minute video demonstrating how to use one of your products or explaining a commonly asked question.

Watch the analytics of the video to see if your audience reacts well of this kind of content.





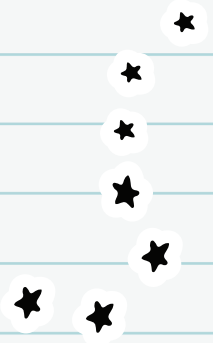
Day Twenty-Three

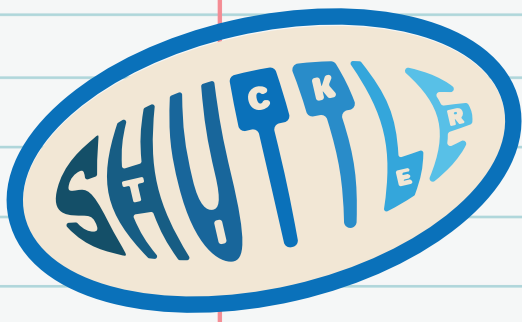


Learn something New

Spend an hour on a business-related educational platform. Could be SEO, bookkeeping, or whatever you need.

Just make sure it will benefit your business. Even if only 1%.





Day Twenty-four

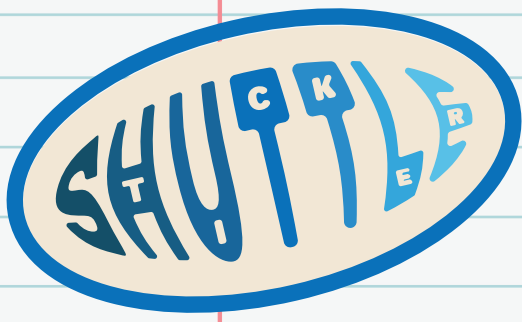


Update Your Google My Business

Add new photos, respond to reviews, or update your hours if needed.

Look at your competitors and see what they are doing differently.





Day Twenty-five

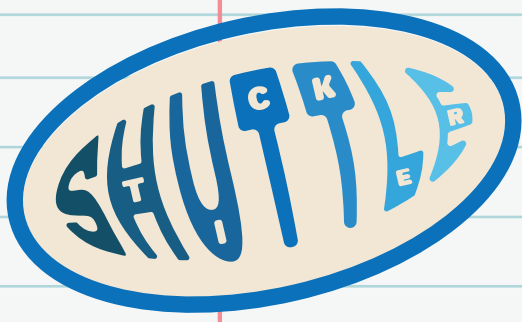


Revisit Your Business Goals

Review the goals you set on Day 1 and adjust your strategies accordingly.

How's that high-profit product doing? Have you made it more profitable?





Day Twenty-six

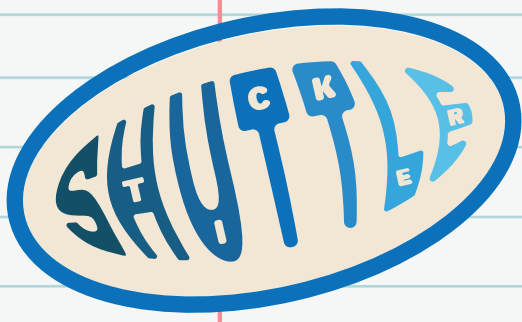


Host a Flash Sale

Announce a 4-hour sale with discounted prices to drive quick sales and engage customers.

Send it to your e-mail subscribers and text community (if you have one).





Day Twenty-seven

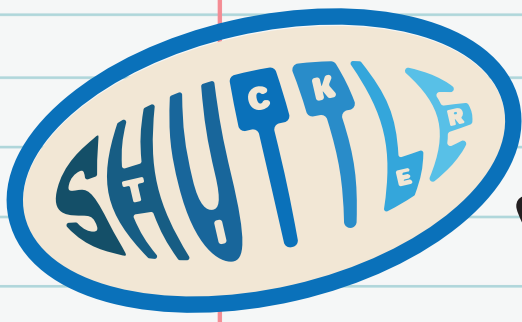


Plan Your Next Quarter

Roughly outline your main goals and key actions for the next three months.

Think big. But be realistic.





Day Twenty-Eight

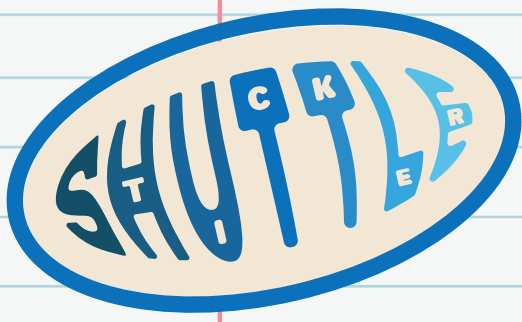


'Sticker Stories' Day

Ask customers to share photos of where they've placed your sticker and feature them on your social media.

Give them a discount or gift card. It will make their day.





Day Twenty-Nine

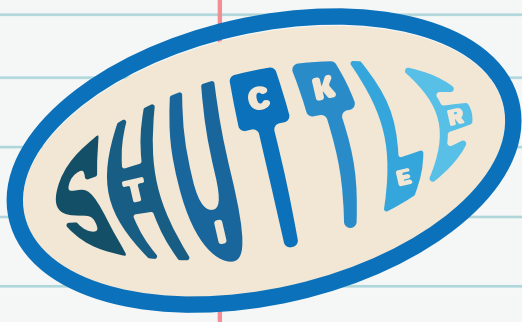


Measure Your Social Engagement

Check metrics like likes, shares, and follows to see if your social strategies are working.

Write down which kind of content does best.





Day Thirty



Celebrate Your Wins

Look back at the month's achievements and give yourself—and your team, if you have one—a pat on the back.

Tell 5 customers of yours you appreciate them!

