

GET STARTED CHECKLIST

Social Media Marketing
FOR LAWYERS **MASTERCLASS**



02

Create Your Ebook

- ☐ Run an "ASK" Campaign
- ☐ Write ebook
- ☐ Design ebook
- ☐ Design ebook Cover



04

Create Click Funnel Landing Page



06

Create YouTube Channel

- ☐ Create YouTube Channel Graphics



08

Create at Least 10 Videos to Start

- ☐ Research Video Topics
- ☐ Record Videos
- ☐ Create Thumbnails for Videos

01



Hire Your Team

- ☐ Create an Upwork Account
- ☐ Hire a Writer
- ☐ Hire a Virtual Assistant
- ☐ Hire a Graphic Designer (Optional)
- ☐ Hire a Video Editor (Optional)

03



Create Required Accounts

- ☐ Create Your Active Campaign Account
(Use This Link for a Free 14-day Trial: activecampaign.eloa.org)
- ☐ Create Your Active Campaign Account
(Use This Link for a Free 14-day Trial: clickfunnels.eloa.org)
- ☐ Create Your Facebook Ads Account
(Use This Link to Sign Up Today: <https://www.facebook.com/business>)

05



Create Email Sequence

- ☐ Write Emails (After Your Videos Have Been Recorded)

07



Create Facebook Group

- ☐ Create Facebook Group Graphics

09



Optimize Your Videos

- ☐ Create an Upwork Account
- ☐ Add Descriptions
- ☐ Insert Videos Into Emails