



the
SUMMER
BIZ
PLAN
for busy moms



Hi, I'm Elna



I've been blogging since 2014 and during that time, I was also raising twins. My twins were toddlers when I started my blog business, and now they are in school and are now tweens!

I know it's not easy to grow a business online as a mom. We have to do it slower and juggle everything from finances to doctor appointments, school shopping,

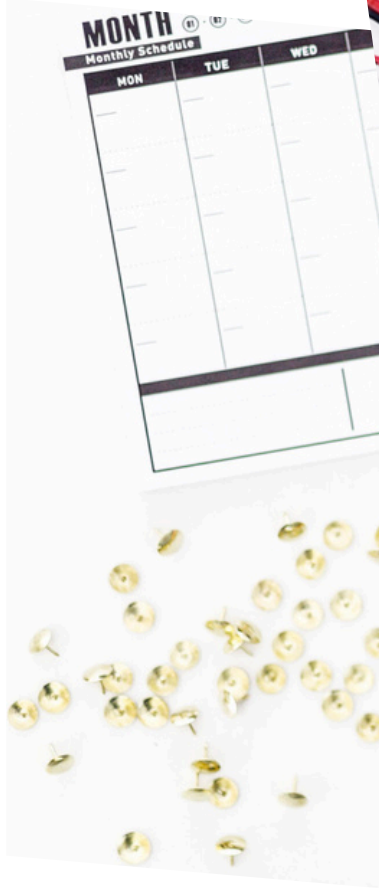
meal prepping, laundry sorting and more. But one thing is for sure: the summer time can be a disaster and can totally stop your productivity in your biz.

Whether you are a service provider (like me) or a course creator (like me also), or you just started your mom blog, know that you can totally do this during the summer!

It will only take some planning and this **Summer Mom Biz Plan** will help you out!

With an email plan, blogging plan, social media plan, tiny product plan, kid activities, mom/faith time and more, you will NOT fail at this!

Plus, you can always [email me](#) when you need some support, help, or a friendly e-hug!



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The Power of Tiny Tasks

My entire business started with the idea of doing tiny tasks that lead to [big.profits](#).

I know what you're thinking –

Oh, this is another time blocking and Pomodoro thing...NOT FOR ME!

No – **This is NOT one of those planners.**

What I want to teach you is the idea of doing tiny tasks throughout the day as a way to maintain your blogging business over the summer.

Because one thing that you have to realize is that during the summer you WILL HAVE to slow down, especially if you haven't got a team to help you out.

It's only within the last few years that I hired a VA and two writers to help me plan my content, answer customer questions, and help me with my social media.

Without a small team, I wouldn't be able to start so many blogs, or create so many products. So, when you are doing this on your own, you really need to focus on those [high ROI tasks](#).

But to get there, it all starts with tiny tasks that build on each other.

Each section will give you tiny tasks to continue building your biz.
Have fun!

Email Tiny Tasks

There may be a few affiliate links in this post which means I may earn a commission if you use them. I only recommend tools that I use and trust.

Tiny Task to Grow Your List: Top Resource: [Email List Challenge](#)

- [Create a checklist](#) lead magnet/freebie
- [Create five pins](#) promoting a lead magnet & schedule them
- Write 4 emails using [ChatGPT](#)
- Schedule your emails to go out weekly, biweekly or whatever your schedule is
- Create a 10-page workbook lead magnet
- Create a welcome email series (or add another email to your series)
- Put another optin form (or two) in three different blog posts
- Create an IG post of your latest freebie
- Share your IG post to your Stories
- Mention your freebie in a Tik Tok/Youtube video
- If allowed, share your freebie in a Facebook group
- Add affiliate posts/links to your emails to make money
- Make a list of freebie ideas from reading other posts or checking out videos in your industry
- [Create a landing page](#) for olde freebies (or for new ones)
- Add your freebies to your email service provider & place your optin form on new and old posts

Blogging Tiny Tasks

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Tiny Task to Grow Your Traffic – Top Resource: [15 Clever Blog Tips with AI](#)

- Try ChatGPT to help you [write a blog post fast](#)
- Instead of publishing on your blog, [guest post](#)
- Get blog post ideas from [keywords](#)
- If possible share your latest blog post in a [Facebook group](#)
- Create 10 [new pins](#) for popular blog posts and new posts
- Write an [affiliate post](#)
- Figure out the blog topics for July, August and September
- Write a seasonal/trending post
- [Repurpose](#) an old email, IG live/FB live, blog post into a new blog post
- Find a short blog post and add 500 more words
- Find a short blog post and add a FAQ section (ChatGPT can do this for you)
- Add affiliate links to older blog posts
- Interlink new blog posts to old blog posts
- Create an author bio to add at the end of each post
- Create a resource roundup of your favorites

Social Media Tiny Tasks

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Tiny Task to Grow Your Audience – Top Resource: [Stylized Pin Templates](#)

- Add descriptions to your Pinterest boards
- Use your phone to create a Video Pin
- Follow 10 new people on Pinterest every week
- Create a [social media calendar](#) (along with your content calendar for your blog and Youtube)
- Use old photos to make new IG stories
- Instead of blogging, vlog or do IG stories/Reels/IGTV
- Repurpose a Tik Tok video into a Reel and Idea Pin
- Try one of these [Instagram post ideas](#)
- Collaborate with another mom blogger on a social media challenge
- Send all new Pins to [Tailwind Communities](#)
- Create 10 new Pinterest boards in similar topics
- [Make pins](#) for your affiliate posts
- Embed pins in your blog posts
- Create an [Instagram Reel in Canva](#)
- [Use ChatGPT](#) to create all your Pin titles and descriptions

Kid Activities

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Top Resource: [Summer Bucket List](#)

- Paint rocks
- Use [Perler beads](#)
- Create a summer scrap book of memories
- Have a summer reading club
- Make a [fairy garden](#)
- Make sun catchers
- Use a [slip-n-slide](#) and water guns
- Tye dye fabric
- Make ice cubes and give metal bowls and spoons to play with
- Make paper airplanes
- Use [water beads](#) (with supervision and for older children)
- Make oobleck
- Make slime
- Do yoga for kids, drawing for kids, music for kids on Youtube
- Create a nature scavenger hunt

Me/Faith

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Top Resource: [Quick Self Care Activities](#)

- Pray with your children
- Journal with Bible prompts
- Take five minutes to do deep breathing meditation
- Create a vision board
- Wake up before your kids to journal/meditate/exercise
- Always go to sleep at the same time/wake up at the same time
- Read the bible for a few minutes each day
- Use a diffuser and essential oils to calm you
- Practice gratitude
- Have a friend date
- Exercise daily
- Serve others with your business and in your life
- Listen to music
- Take five minutes of quiet time and sit outside
- Give yourself grace

Home Tasks

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Top Resource: [Top Cleaning Tasks](#)

- Create a meal plan for the entire summer
- Create a list of the grocery items you will need week-by-week
- [Create a chore list](#) for your children
- Focus on [six daily cleaning habits](#)
- Make a goal to declutter one room every week
- Create a donate box and through the summer try to donate one thing every week
- Make some easy dump and go [Instant Pot recipes](#)
- Give your [car a good wash and clean](#)
- Tackle the [garage clean out](#)
- Set clear expectations [when working from home](#)
- Try these [laundry hacks](#) to cut the time
- Quick and easy ways to [clean a messy house](#)
- If you have a baby here's how to [work from home](#)
- Create a craft station, water station, and block station around the home for some added fun
- Set a day to create some [make ahead freezer meals](#)