



# The 30 Day Action Challenge

*How consistency will help you get booked*

[www.INSIDESTYLISTS.COM](http://www.INSIDESTYLISTS.COM)

# Are you ready?



*There's no denying it's been a tough year and as we head out of a hopefully continuous lockdown it's time to show up and take even more action.*

How often have you said to yourself I'm going to write that blog post/call that pr/post on social media and then you don't?

We've all been there. It's tough staying consistent and reaching outside of your comfort zone - trust me I REALLY know this in more ways than I let on, and for us creatives it's even harder but as the saying goes...

**"Your success is just outside your comfort zone"**

and I'm here to give you a gentle kick up the butt to get you going. Do that thing. Write that post and get booked more! Take action.

This month I'm setting you a challenge to get seen, get noticed, and most importantly get booked.

Consistency is the key to success.  
So what do you say? Are you in?

*Emma/MT x*



# ACTIONS = RESULT

I know taking action can be scary - try creating a website that all your peers will see you do!

I get it. But speak to anyone who has good results in anything from dieting and getting into shape to creating a vegetable patch or learning a new language and they'll tell you it gets easier and more comfortable - and usually more fun as you go. Taking action and being consistent will get you results.

So, in order for that to happen, we have created a fun set of tasks across your social media, work, and personal life. You can do one challenge or lots of them - it's up to you.

## *The goal*

**The goal:** have fun taking action without feeling pressure, stress or overwhelmed with what you need to do.

**The key:** be consistent. It's as simple as that. It's the answer to moving forward in every walk of life is consistency.



## *Here's how it works*

- Post on your main social media platform **AND/OR** take one action on social media every day
- Or
- Take action on making work connections
- Or
- Be consistent on a personal goal.
- Record what action you took every day and track your progress whether it's likes and follows or connections and jobs.



# The Challenges

Each set of challenges has a specific outcome.



## WORK

It's a weird time right now so to get ourselves in the best place we need to get in contact with our dream clients so we can shoot, write and assist on the kinds of features we want to be doing this year. No matter how uncomfortable that might be the challenge is set.



## SOCIAL MEDIA

Love it or hate it, social media helps us to set ourselves up as a brand that clients want to work with. It's a free tool to get our message, style, features, and experience out there. These tasks are teamed up with a #StylistsArmy set of themes to play along with throughout May if you want.



## PERSONAL

You may want to drink more water, exercise more regularly, or treat yourself to a regular bunch of flowers. Whatever your personal goal is now is the time to do it. Write it down. Make it happen. I'll see you on the other side of drinking 1.5lt of water daily.

remember

“

*It's not how many  
challenges you do -  
it's how consistent  
you are!*

”

# Work Challenge

Goals: Contacts: Your skills

## Pre-Challenge

Date:

What's your overriding goal?

List 5 brands / pr/  
magazines you will  
contact

1.

2.

3.

4.

5.

List 5 reasons you can  
contact a brand or a pr  
-share your new blog,  
your latest work, you  
want to catch up, etc

1.

2.

3.

4.

5.

# 10 ideas for Work

Here are some ideas you can put into action. They're aimed at raising your profile, jogging a pr's memory and offering your services.

1. Write down 5 brands and/or magazines that are your dream clients.
2. Find your chosen brands on LinkedIn, Instagram or Facebook and comment on one of their posts
3. Start a conversation in the DM's of your chosen brands. Ask an open-ended question relevant to their post or ask for their pr contact's details
4. Call the pr of your chosen brands to make sure you're on their pr email list and see what they're up to.
5. Contact the right person at your chosen magazine and call them (not email) and ask how you can work with them.
6. Update your Inside Stylists profile page with any new work or images, features or assisting work
7. Share yourself on social media at least 4 times this month. This can be an 'about me', behind the scenes or previous/current work post.
8. Contact previous clients for a "catch up" and see what they're working on and share how you can help them. It'll jog their memory - especially if you've "had an idea for a shoot/feature/post" you can help them with.
9. Check out which brands are paying influencers to share their products and approach them to see if you can write features, blog posts or shoot for them.
10. Pitch a feature idea to someone completely new to you. Check out how here [How to pitch podcast episode 77](#)

# Social Media Challenge

Goals: Numbers: Results

## Pre-Challenge

Date:

I have

followers

I get an average of

likes per day

I get an average of

comments per day

## Post-Challenge

Date:

I have

followers on 31st May

I had an average of

likes per day at the  
end of May

I had an average of

comments per day at  
the end of May



# 21 ideas for Social Media







































































Need a prompt? Here are some things you can do each day to get to your end goal. Ready?

1. Set your social media goal: Which platform, how often, when will you do the posting.
2. Update your bio. Include a clear title, list the benefits for your audience, and include your contact info/website.
3. Follow a brand you admire and comment on their post regularly.
4. Reply to every single comment you receive today with at least 4 words
5. Play 2 truths and a lie to increase engagement
6. Share an independent interior brand
7. Share a funny work story
8. Unfollow anyone who triggers you today.
9. Send a DM to your 5 most recent followers
10. Share something about your location: whilst at work, out and about, shop/propping, eating out etc
11. DM a pr about their recent post
12. Create a behind-the-scenes reel or story
13. Repurpose a post from another platform
14. Highlight 3 stylists/writers/assistants you admire
15. Share your work - recent or from the past
16. Post a poll on Instagram (polls are big engagement drivers)
17. Engage with 5 pr stories on Insta
18. Send an audio message to a brand or pr
19. Share an "About me" post
20. Engage with 2-3 ideal clients on LinkedIn
21. Play "Ask me anything" on Insta/Facebook or LinkedIn stories

# Personal Challenge Checklist

## Goals: Results

List your Challenges here

1.....							
2.....							
3.....							
4.....							
5.....							
6.....							
7.....							
8.....							
9.....							
10.....							

# 17 ideas just for YOU

Choosing a YOU challenge is the most fun. Whether it's a fitness, relationship, or work goal it will give you focus, drive and helps you take regular action in all areas of your life .

1. Be realistic with how many personal challenges you can achieve in May. One or two is plenty for most people.
2. Plan your week on Sunday - dinners, workouts, work strategy, outfits - everything!
3. Stick to a morning routine or start one.
4. Add a smoothie to your daily routine
5. Set yourself an exercise challenge - 10 press-ups daily/5k run/ one gym/yoga/swimming session a week
6. Declutter one drawer/shelf/surface each day
7. Drink 2 litres of water every day
8. Meditate - have you tried it? It's magic! [Check out here](#)
9. Learn a new skill - photography, stop motion video, knitting - anything that gives you a thrill and relaxes your brain
10. Read a non-fiction book to help with your goals
11. Set a time limit for social media each day.
12. Eat dinner at the table - tech-free and that includes the tv
13. Sign up to a 5k, 10k, half-marathon, marathon
14. Make an extra £100 selling unused items from around your home. Ebay & Facebook Marketplace are great. Props, books and furniture take up space and can earn you a penny.
15. Cook a new to you meal at least once a week
16. Get outside and walk for an hour or 10k steps every day again- explore somewhere new
17. Watch a [TED talk](#) every workday to get inspired in new ways



# Personal Challenge Checklist

Goals: Results

Check off your Month long  
Challenges here

Mon	Tue	Wed	Thur	Fri	Sat	Sun
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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As if all those challenges we're not enough here's a few themes you can choose to use anytime during May. Pop a #StylistsArmy on your post or stories so we can see them and share them throughout the month. You can also see each others and share those too!

There's no order or date - just use whichever theme floats your boat!





# THEMES

## *#Flowers*

It's Spring and until the peonies make an appearance there is no better time to share some flowers whether they're in a vase, in your garden or on a fabric.

## *#BTS*

Sharing a "Behind The Scenes" post or story is a great way to share what you do, why you do it and how much you love your work. Even if you're styling up your own sofa, writing in a journal or assisting on your millionth shoot - share it all. You never know who's watching.

## *#ALittleBitAboutMe*

I know, I know - we all hate talking about ourselves but this is a fun way to get your passion out there and share why you do it. You can always do a "Three things you don't know about me" post.

## *#TwoTruthsAndALie*

Have you ever played this game? You share two things that are true and one that's a lie but the trick is to make it as real but obscure as possible. Now make it about work. It's guaranteed to get the engagement up on your feed. I'll go first... I have had to deal with a live reindeer, live rabbits or a live ostrich to get the perfect shot?

# #StylistsArmy

## THEMES

### 05

#### *#Props*

We all have props. Writers have fave pens, pads and laptops, stylists have to die for glasswear, tablecloths and vases galore. Share them and why you love them/ where you bought them/ how you use them etc

### 06

#### *#Vintage or #Modern or #trendwatch*

What are you in to? Do you scour vintage fairs and charity shops like me or are you always on the hunt for the next on trend homeware designer? Share what you love as 9 times out of 10 it's what you'll be known for and booked for too!

### 07

#### *#Shelfie ... or mantle or kitchen table*

Anything goes just share something about you and your home and what you love. Again this is a "jog someone's memory about why they should book you. Make it count.

### 08

#### *#Shoot/Write/Assist*

Spell it out nice and clear what you do. Share a feature you've worked on or one that's in the pipeline. Keep on sharing.



## Good luck

*Don't forget that this is a fun challenge aimed at getting you into action. Don't overload yourself with all of the challenges. Choose which ones will work for you and enhance your career.*

*Everyone is different.*

*You do YOU and keep your Zebra blinkers on!*

*Em x*

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