INSTITUTE OF EXCELLENCE

IGNITE FRAMEWORK | INTELLIGENCE PILLAR

THE 30-DAY ONE-CHANNEL MARKETING CHALLENGE

A working template for 30 days of focused marketing

Institute of Excellence. Built for the Intelligence pillar of the IGNITE framework.

The rules are short on purpose.

1	**One channel.** The single place you will show up every working day for 30 days.
2	**One audience.** Not everybody who might buy. One group you can picture.
3	**One offer.** The thing you want more of over the next quarter.
4	**One time slot.** The same window every day, written in your diary like a customer booking.
5	**Three numbers.** Visibility, engagement and conversion, recorded on day one and again on day 30.
6	**Thirty days.** Long enough to read a pattern and get the behaviour started. A real habit takes closer to two months, which is why day 31 matters as much as day one.

Print this template. Write on it by hand. Keep it where you can see it.

Click into any answer box to type on screen, or print and write by hand.

PART 1. BEFORE YOU START

Your four decisions

Decision	Your answer	Why you chose it
My one channel		
My one audience		
My one offer		
My daily time slot		

Evidence check. Your last 10 customers

Before you choose the channel, write down where your last 10 paying customers actually found you. Word of mouth counts. A referral counts. A Google search counts.

#	Customer or job	Where they found me	Approx value
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

The source that appears most often on this list, and the source that carries the most value, are often two different things. **Choose for value.**

Your day one baseline

Record these before you publish anything. No baseline means no result. Write them by hand. A meta-analysis by Harkin and colleagues, published in Psychological Bulletin in 2016 across 138 studies and 19,951 participants, found that monitoring progress raises the chance of reaching a goal (d+ = 0.40), with a larger effect when progress is physically recorded and larger again when the results are reported to someone else.

Number	What to record	Day 1 figure	Date
Visibility	Reach, impressions, search impressions or profile views		
Engagement	Comments, saves, replies, messages, calls, form fills		
Conversion	Bookings, sales, quotes accepted, sign-ups		

Write the time slot down, it is doing more work than it looks

- A meta-analysis by Sheeran, Listrom and Gollwitzer, covering 642 tests across 294 reports, found that specific if-then plans about when, where and how you will act reliably change behaviour (d = 0.36).
- So “I will post tomorrow” fails. “I post at 7:15am at the kitchen bench before I open the laptop” holds.

The sustainability test

- Can you produce this format on your worst week, when the season turns and the phone will not stop?
- If the daily action takes more than 20 minutes, make it smaller before you start.
- The best channel on paper loses to the good channel you are still doing on day 27.

PART 2. YOUR FOUR WEEKS

Week 1. Set the baseline and start (days 1 to 7)

Focus: prove to yourself that the daily action is small enough to survive.

What I will publish this week	How I will batch it	What I will not do this week

Week 2. Find the rhythm (days 8 to 14)

Focus: batch the week in one sitting. Repeat the format that took the least time. Add one deliberate invitation to buy.

Format that worked best in week 1	My one invitation to buy	When I will batch

Week 3. Test one variable (days 15 to 21)

Focus: change one thing and hold everything else steady. One variable at a time is what turns activity into evidence.

The one variable I am changing	What I expect to happen	What actually happened

Week 4. Review and decide (days 22 to 30)

Focus: keep publishing, then spend one hour recording your three numbers next to the day one figures.

What I will keep doing	What I will stop doing	Hour booked for the review

PART 3. THE 30-DAY TRACKER

One line a day. The time column matters as much as the rest, because it tells you whether this is sustainable past day 30.

Days 1 to 10

Day	Date	What I published	Time it took	One thing I noticed
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Days 11 to 20

Day	Date	What I published	Time it took	One thing I noticed
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Days 21 to 30

Day	Date	What I published	Time it took	One thing I noticed
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				

PART 4. YOUR DAY 30 REVIEW

The numbers

Number	Day 1	Day 30	Direction
Visibility			
Engagement			
Conversion			
Total hours spent			

Thirty days will usually move the first two numbers and only sometimes move the third. Visibility and engagement move first. Conversion follows on a longer lag, particularly for a tour, a venue or a professional service. Judge the channel on direction, not on a single sale.

The five questions

Question	My answer
What moved, and what stayed flat?	
What did the week 3 test tell me?	
Which part of this took the most time, and can it be cut?	
What do I still not know, and what would tell me?	
Who am I telling my day 30 numbers to, and when?	

The decision

Choose one. Write the reason beside it. **A feeling is not a result.**

Decision	What it means	My reason
◯ **KEEP**	Roll this channel into my next 90-day plan	
◯ **ADJUST**	Same channel, change the format or audience, run another 30 days	
◯ **CHANGE**	New channel, same behaviour, run the challenge again	

Day 31

- Thirty days is not yet a habit. A 2024 review by Singh and colleagues, covering 20 studies and 2,601 participants, found the median time to form a habit is 59 to 66 days. The popular 21-day figure has no evidence behind it.
- Thirty days plus another 60 lands you at 90, which sits inside that window and is exactly the length of a planning quarter.
- Add a second channel only when the first runs without you thinking about it. For most owners that is three to six months.
- Build the channel you kept into your next quarter so it lives in the plan rather than in your head.
- If all three numbers sat flat, you have still gained something. You now know where your customers are not, and it cost you 30 days instead of two years.

PART 5. AI PROMPTS TO CUT THE WORKLOAD

Paste these straight in. The square brackets are yours to fill. AI drafts, you decide and you publish.

1. Baseline analysis

Here are my last 10 customers and where each one came from: [paste the list]. Group them by source. Tell me which source produced the most revenue rather than the most enquiries, and tell me what I cannot fairly conclude from a sample this small.

2. Thirty days of ideas

I run a [business type] in [location]. My one channel for the next 30 days is [channel]. My audience is [one specific group]. My one offer is [offer]. Give me 20 ideas for that channel, one line each. Nine should answer a question my customers actually ask, six should show the work behind the offer, five should be a direct invitation to buy. No captions and no hashtags yet.

3. Sound like you, not like a chatbot

Below are three things I have written in my own words. Study the sentence length, the rhythm and the words I never use. Then write [the piece] in that voice. Do not add adjectives I would not say out loud. [paste three samples of your own writing]

4. Repurpose one idea

Take this one idea: [paste the idea]. Write it three ways for [channel]. A short post, a 45 second video script, and a single image caption. Keep the same argument in all three. No hashtags.

5. Day 30 review

Here are my three numbers on day one and on day 30: [paste]. Here is what I published each week: [paste]. Tell me what changed, what the numbers cannot tell me yet, and the three questions I should answer before I decide whether to keep this channel.

Institute of Excellence. Take the IGNITE Audit at audit.instituteofexcellence.com to see how your Intelligence score compares to the other five pillars of your business.

Read the full post at instituteofexcellence.com/blog/30-day-marketing-challenge