



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE MONTHLY EXPORT ROUTINE

Fifteen minutes a month, and nothing about your business can ever disappear on you.

HERE'S THE GIST

Why this exists

Every platform you use has a quiet little export button somewhere in the settings. Your email tool has one. LinkedIn has one. Your course platform, your website, your payment processor, all of them.

Almost nobody clicks it. Not because they don't care, but because nothing has gone wrong yet, and "download a copy of my stuff" never makes it onto a to-do list that already has forty things on it.

I've been doing this for twenty-five years and I've watched platforms die, get acquired, change their rules overnight, and in one case simply close the doors while a business owner I know was stepping away for a while to deal with life. Her courses were on that platform. All of them. The export button had been sitting there the whole time.

THE WHOLE ROUTINE

Here's the boring, unglamorous, deeply protective habit I want you to build: **once a month, you spend fifteen minutes downloading copies of the things you'd cry over losing.** That's it.

You don't need a fancy backup system. You don't need to migrate anything. You don't need to quit a single platform. You just need a folder and a recurring calendar reminder, and this guide tells you exactly what to pull, how often, and where to put it.

If you've already run the Ownership Ladder Audit, this is the long game that follows it. If you haven't, no problem, this stands entirely on its own. Start here and work backward whenever you like.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

◆ TEN MINUTES, NEVER AGAIN ◆

THE ONE-TIME SETUP

01 MAKE THE FOLDER

Create a folder called **Business Backups** somewhere that isn't the platform you're backing up from. Your computer plus a cloud drive is ideal. Inside it, make one subfolder per platform. That's your whole filing system.

02 PICK YOUR EXPORT DAY

Same day every month. The first Monday, the fifteenth, the day after your bookkeeping. Doesn't matter which, only that it's fixed. Put it on your calendar right now as a recurring fifteen-minute block called **Export Day**.

03 NAME YOUR FILES LIKE A PERSON WHO WILL NEED TO FIND THEM LATER

Use this pattern every time:

```
platform_what_YYYY-MM.csv  
mailerlite_subscribers_2026-09.csv  
linkedin_connections_2026-09.csv
```

Future you, panicking at eleven at night, will find it in four seconds.

04 DO YOUR FIRST PASS TODAY

Don't wait for Export Day. Run through the routine below once right now, even if you only get through your email list. The first export is the one that matters most, and it's the one people put off longest.

◆ HOW TO READ IT ◆

THE ROUTINE, PLATFORM BY PLATFORM

Each platform tells you four things: **what to pull, how often, where to look, and what you can't export** (because some things are Rented, and knowing that changes how you use the platform).

I've kept the "where to look" instructions general on purpose. Platforms move their menus around every six months, and precise click paths go stale fast. Search "export" in your platform's help center and you'll find the current path in under a minute.

YOUR EMAIL PLATFORM

MailerLite, Kit, Mailchimp, ActiveCampaign, GoHighLevel, Flodesk, whatever holds your list.

This is the one that matters most. If you only ever do one thing on this list, do this one.

EVERY MONTH

- Your full subscriber list as a CSV, including tags, segments, and signup dates if the export lets you include them
- Your unsubscribes and bounces as a separate list (you'll need these if you ever move platforms, so you don't re-add people who opted out)

EVERY QUARTER

- Copies of your automations and sequences. Most platforms won't export the automation *logic*, so open each one and save the email copy into a doc. Yes, it's tedious. It's also years of your best writing.
- Your top-performing broadcast emails, saved as text or PDF

WHERE TO LOOK

Subscribers or Audience → Export. Automations usually have to be copied manually.

WHAT YOU CAN'T EXPORT

Open and click history, deliverability reputation, and your sending domain's warm-up. If you ever switch platforms, you'll rebuild reputation from scratch. That's a reason to choose carefully, not a reason to panic.

LINKEDIN

Your connections are exportable. Your reach is not.

EVERY MONTH

- Your connections list. LinkedIn gives you names, current companies, positions, and connection dates. Email addresses only appear if the connection has allowed it, so expect that column to be sparse.

EVERY QUARTER

- Your full data archive. This includes posts, articles, messages, and recommendations. It takes LinkedIn up to 24 hours to prepare, so request it and come back tomorrow.

WHERE TO LOOK

Settings → Data Privacy → Get a copy of your data.

WHAT YOU CAN'T EXPORT

Your followers (as opposed to connections), your post engagement, and the algorithmic reach you've built. Your best comments live in other people's threads and belong to them. If someone says something wonderful about you in a comment, screenshot it that day.

FACEBOOK & INSTAGRAM

The most Rented real estate in your business.

EVERY QUARTER

- Your full information archive for your personal profile, your business page, and your Instagram account. Facebook lets you choose date ranges and content types, so you can pull just posts and photos if the full archive is unwieldy.

EVERY MONTH, IF YOU RUN A GROUP

- Group member names. There's no clean export, so it's manual: a periodic scroll-and-screenshot of your member list, or better, a pinned post inviting members onto your email list. The email list is the real export here.

WHERE TO LOOK

Settings & Privacy → Your Information → Download Your Information. On Instagram: Settings → Your Activity → Download Your Information.

WHAT YOU CAN'T EXPORT

Your group members as a usable list, your followers, your DMs in any structured way, and every bit of engagement. Use these platforms to meet people, and move them somewhere you own as quickly as it's polite to do so.

YOUR WEBSITE

WordPress, Squarespace, Wix, Showit, GHL, whatever it's built on.

EVERY MONTH

- A full site backup if your platform or host offers one. On WordPress, that's a backup plugin or your host's backup tool. On hosted builders, it's usually a page or site export in Settings.

EVERY QUARTER

- Your blog posts and page copy as text. Even if you have a site backup, a plain doc of your copy is what you'll actually reach for when you rebuild.
- Your media library: images, PDFs, downloadable freebies. These are surprisingly easy to lose in a platform migration.

WHERE TO LOOK

WordPress: Tools → Export, plus your backup plugin. Squarespace / Wix / Showit: check Settings → Advanced or search "export" in help. GHL: Sites → your funnel → the export or clone option.

WHAT YOU CAN'T EXPORT

Your design, usually. Hosted builders don't let you take the template with you. Your copy and images travel; your layout doesn't. Keep a few full-page screenshots of your site so you can recreate the look if you ever need to.

YOUR COURSE OR MEMBERSHIP PLATFORM

Kajabi, Teachable, Thinkific, Circle, Mighty Networks, Skool, Podia, and friends.

EVERY MONTH

- Your student or member list with emails and enrollment dates
- Any new lessons or resources you've added since last month

EVERY QUARTER

- Every video file, downloaded at full resolution and stored outside the platform
- Every lesson's text, workbook, and PDF
- Your course structure: module names, lesson names, what's in each. Ten minutes, saves you a week of reconstruction.

WHERE TO LOOK

Members or Students → Export. Video and lesson downloads are usually per-lesson, which is why this one is quarterly and not monthly.

WHAT YOU CAN'T EXPORT

Community posts and threads, student progress data, comments on lessons, and your platform's checkout and delivery logic. If your community is the heart of your offer, the member list is the export that matters.

THE ONE NOBODY DOES

Course content feels permanent because it took so long to make. It isn't. The platform I mentioned at the top of this guide gave no warning. If your videos exist only inside your course platform, fix that this quarter.

WHEREVER PEOPLE PAY YOU

Stripe, PayPal, ThriveCart, SamCart, GHL payments, your platform's built-in checkout.

EVERY MONTH

- Your customer list with emails, what they bought, and when
- Your transactions for the month, mostly for bookkeeping, but also because your buyers are your most valuable audience segment and you want that list to exist somewhere other than a payment dashboard

EVERY QUARTER

- Active subscriptions and payment plans, so you know who owes you what if a processor ever freezes your account

WHERE TO LOOK

Customers or Payments → Export. Most processors let you export a date range as CSV.

WHAT YOU CAN'T EXPORT

The saved payment methods themselves (and you wouldn't want to, that's a security feature). If you ever move processors, subscribers will need to re-enter their cards. Plan for it; don't be surprised by it.

YOUR PROOF

This one isn't a platform. It's a habit.

Your testimonials, reviews, and screenshots of results are the most valuable and least protected asset in your business. Almost all of it lives in comment sections, DMs, and group threads you don't control.

DO THIS CONTINUOUSLY

The moment someone says something kind about your work, screenshot it and drop it in a **Proof** folder inside your Business Backups. Don't wait for Export Day. Kind words disappear when threads get archived, groups get deleted, and people delete their accounts.

DO THIS MONTHLY

- Copy any new Google reviews, LinkedIn recommendations, or platform reviews into a single running doc. Name, date, where it came from, exact words.
- If you have a testimonial you love that's only a screenshot, ask the person for permission to use it in writing. Now you own it properly.

WHAT YOU CAN'T EXPORT

The context. A glowing comment on a viral post means more with the post around it. When you screenshot, get the whole exchange, not just the compliment.

THE EXPORT DAY CHECKLIST

Tape it near your desk. Fifteen minutes, once a month.

EVERY MONTH

- ☐ Email platform: subscriber list + unsubscribes
- ☐ Website: site backup
- ☐ Payment processor: customers + transactions
- ☐ Facebook group (if you have one): member list check-in
- ☐ LinkedIn: connections
- ☐ Course/membership: member list + new content
- ☐ Proof: new reviews into the running doc

EVERY QUARTER

Add these to Export Day in March, June, September, December

- ☐ Email platform: automation and sequence copy
- ☐ Facebook & Instagram: full information archive
- ☐ Course platform: videos, lessons, course outline
- ☐ LinkedIn: full data archive
- ☐ Website: page copy, blog posts, media library
- ☐ Payment processor: active subscriptions

EVERY TIME, BEFORE YOU CLOSE THE LAPTOP

- ☐ Files named correctly (platform_what_YYYY-MM)
- ☐ Files in the right subfolder
- ☐ Folder synced to cloud, not just sitting on one machine

THE EXPORT LOG

Keep this at the top of your Business Backups folder. Every Export Day, fill in a row. It takes thirty seconds and it means you always know exactly how exposed you are right now.

[illegible]

A FEW THINGS PEOPLE ASK

"FIFTEEN MINUTES DOESN'T SOUND LIKE ENOUGH."

It's enough once the setup is done. The first month takes longer because you're finding all the buttons. By month three it's muscle memory.

"WHAT IF I USE A PLATFORM THAT ISN'T ON THIS LIST?"

Same four questions apply to anything: What would I miss if it vanished? Can I export it? How often does it change? Where do I keep the copy? Search "export" in the help docs and add it to your checklist.

"ISN'T THIS A LITTLE PARANOID?"

It's exactly as paranoid as renter's insurance. You buy it, you hope you never use it, and you sleep better because it exists.

"I SKIPPED THREE MONTHS. DO I START OVER?"

No. You run Export Day today and pick back up. A three-month-old backup is infinitely better than none, and one skipped quarter doesn't undo the habit.

WHAT THIS ACTUALLY BUYS YOU

Nobody builds a business hoping to move it. But businesses move. Platforms close, get acquired, change their pricing, change their rules. And sometimes you need to step away from your business for a while, and you need to trust that it'll all still be there when you come back.

This routine is how you earn that trust. Fifteen minutes a month, one folder, and the quiet confidence of knowing that whatever happens to any platform tomorrow, your list, your content, your customers, and your proof are sitting on a drive that answers only to you.

You are not behind. Set the calendar reminder, run your first pass, and let the habit do the rest.



Set the reminder, run the first pass, and let the habit do the rest. Stay magical! ✨

◆ WHAT'S NEXT ◆

READY FOR YOUR NEXT MAGIC MOVE? ✨

☕ LET'S TALK STRATEGY OVER COFFEE.

Not sure which platform is your biggest exposure, or where to move something once you've exported it? Bring it to a coffee chat and we'll sort it out together.

👉 [Grab a Coffee Slot](#)

✨ READY TO GO DEEPER?

Work with me directly and let's build a business that sits on ground you actually own: your list, your content, your systems.

👉 [Apply to Work With Pam](#)



PAM LANGORD

Founder, Simply Magic Marketing

Pam Langord is the founder of Simply Magic Marketing, where she helps female entrepreneurs simplify, streamline, and scale their businesses with smart marketing strategy and a healthy dose of AI magic. As a Marketing Coach, Strategist, and Tech Unicorn, she's the creator of the 5-Minute Fix series, weekly actionable business improvements designed to build real momentum, five minutes at a time.

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