

# Module 3 Checklist: Simple Marketing Strategies That Actually Work

## Marketing Without Fear

- Confirm you have a phone and internet connection — no special gear required.
- Remind yourself: marketing = helping, not selling.
- Commit to practicing daily, even just 10 minutes.

## Short Videos on TikTok, Shorts, and Reels

- Plan 3 video ideas that fit into 15–90 seconds.
- Use 1 clear message per video — avoid cramming multiple points.
- Record using natural light and your phone camera — no fancy equipment.
- Always add a call to action, such as 'Comment YES for details.'
- Post even if you have zero followers — platforms will push your content.

## Using AI to Make Content Easy

- Use AI to brainstorm 5 new video hooks or captions.
- Ask AI to draft scripts that sound conversational.
- Use AI tools to save time editing or formatting content.

## Identifying Your Perfect Customer

- Write down who your product/service helps most.
- List their biggest problems and what they're willing to pay for solutions.
- Use these insights to guide your content topics.

## Posts That Generate Interest

- Use a hook that grabs attention in the first 3 seconds.
- Share one quick story, fact, or tip — keep it simple.
- End every post with a clear action step for viewers.

## Learn Quickly and Stay Consistent

- Set a timer: spend 10–15 minutes per day learning or creating.
- Focus on progress over perfection — publish even imperfect videos.
- Review which posts perform best and double down on them.