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MARKETING

AI + 5x5x5 Daily Checklist

One seed → one post → 5 connects • 5 comments • 5 DMs

One-time setup (10–15 min)
- • Train ChatGPT on your voice (paste 3–5 of your posts; tone: bold, direct, no fluff).
- • Save your brand bits (bios, offers, CTA bank, core hashtags: #marketingdoneright #sandragebhardt #montana #abittoomuch).
- • Create 1 Canva template (square + story) you can swap text/colors fast.

Daily (10–20 min)

Pick ONE content seed (Gemini, 2–3 min)
- • Trending today: "Top 5 small-biz/marketing stories today + 1-line why it matters + links."
- • National Day: "Today + next 7 days; give 3 angles for [my niche]."
- • Alt seed: interesting facts / strange-but-brand-safe news / local event.

☐ Draft ONE post (ChatGPT, 3–5 min)
- • Prompt: "In my voice, write a FB/IG post on [seed] → Hook • 2–3 value lines • clear CTA."
- • Add your core hashtags.
- • Optional: "Give a 30s Reel script with 3 on-screen captions."

☐ 2) Make a quick visual (Canva, 2 min)
- • Drop the hook/headline into your template → export square + story.

☐ 3) Run the 5x5x5 (8–10 min total)
- • 5 Connects (3 min)
- • Find 5 people posting about your seed/ideal clients.
- • Connection line: "Your take on [topic]—esp. [specific]—was sharp. Happy to connect."

- 5 Comments (3 min)
- Use Acknowledge → Add → Ask.
- Template: "Loved your point on [specific]. We've seen [micro-insight] help. Tried [tactic]?"
- 5 DMs (4 min)
- Hook → Bridge → Give → Soft next step.
- Template: "Your post on [topic] stuck—esp. [specific]. I see [pattern] with [audience]. Here's a 1-pager/mini-checklist I use; want it?"

☐ 4) Log & queue (2 min)
- Note who replied + set 48-hr follow-ups.
- Save today's post to a "Repurpose" folder.

Weekly (15–20 min)
- Review replies → book calls/collabs.
- Repurpose 1 top post into: carousel, email, Reel.
- Refresh a tiny CTA bank ("Comment 'BRAND' for the template," "DM 'CHECKLIST'," etc.).
- Track: accepts %, DM replies %, calls booked.

Guardrails
- Fact-check stats/claims from Gemini before posting.
- No PII or private client data in prompts.
- Keep opinions useful + specific; avoid generic AI tone.