MODULE 1: MARKETING FOUNDATIONS

My one-hour marketing system

Lesson: The one-hour-a-day marketing system · about 15 minutes

Set up your own daily hour, weekly rhythm and log, and plan how to protect it in peak season.

Your business (name, service, main city):

1. **Choose your daily marketing slot. Write the time, the days of the week, and what usually threatens it.**

2. **Write your own split of the hour across reply, keep, create and measure, with minutes for each and the first task you will do in each block.**

3. **Set a theme for each day of your working week's create block. Adjust the model rhythm to fit your service and your event days.**

4. **List the five inquiries you receive most often. Note which ones need a reply template.**

5. **Mark your three busiest months. Describe how the hour will change during them and what you will prepare in advance.**

6. **Write the four Friday review questions in your own words, and the place where you will keep the daily log.**

Check: can you now

- Divide one daily marketing hour into four blocks matched to the four jobs of marketing
- Build a weekly rhythm that assigns a theme to each weekday and protects the hour during peak season
- Track the hour with a one-line daily log and review it every Friday

One change you will make this week