



## Week 6 – Marketing That Works While You Sleep

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### Why This Week Exists

Marketing is oxygen. Without it, your startup suffocates — no matter how clever your product is. But marketing doesn't mean "post random stuff and pray." It's about finding the channels your customers already hang out in, showing up consistently, and using AI to cut down the grunt work so you can stay focused on building and selling.

### Your Mission

By the end of this week you'll:

1. Know which channels to double down on (and which to ignore).
2. Have a content calendar designed to keep you visible without draining your life.
3. Generate your first batch of AI-powered marketing assets ready to publish.

### Step-by-Step

#### 1. Pick Your Channels (Less Is More)

AI Prompt:

"You are a growth marketing coach. Given my ICP [INSERT ICP], rank the top 3 marketing channels I should prioritise (e.g., LinkedIn, TikTok, cold email, events). Justify why based on audience size, conversion potential, and cost."

#### 2. Build Your Content Calendar

AI Prompt:

"You are a content strategist. Based on my ICP and product, design a 4-week content calendar with post ideas that build trust and generate leads. Keep it simple and repeatable."

#### 3. Generate AI Drafts (Then Human-Check)

AI Prompt:

"You are a copywriter with a no-BS style. Draft 5 LinkedIn post outlines for my ICP, focused on their pain points and quick wins. Keep each under 200 words."

#### 4. Test, Measure, Adjust



- Don't just post — track what works.
- If nobody clicks or comments, the message is wrong. Don't blame the algorithm.

### **Pro Tips from the Trenches**

- Consistency > Virality. Investors notice consistent founders more than one-hit wonders.
- A mediocre message, repeated, will always beat a “perfect” post no one sees.
- Marketing is sales at scale — treat it like selling to a room, not a diary entry.

### **Your Deliverables This Week**

- Channel priority list (top 2 to focus on).
- Simple 4-week content calendar.
- 5 draft marketing assets (posts, emails, or ads) ready for testing.

### **Why This Matters**

If you're not visible, you don't exist. Customers and investors can't buy what they can't see. Marketing that runs while you sleep isn't about magic — it's about setting up systems that work without you burning out.