



# ChatGPT Checklist for Small Businesses

A simple weekly and monthly guide to staying visible without burning out

## Why This Checklist Exists

Running a small business is already a lot. Marketing often feels like something you should be doing, but never quite have time for. This checklist exists to make marketing feel manageable instead of overwhelming.

## Why Consistency Matters

Research shows customers often need to see a business multiple times before taking action. Consistent, simple marketing helps people remember and trust you.

## How to Use This Checklist

You do not need to do everything. Even 15–30 minutes a week makes a difference.

## Weekly Checklist (15–30 Minutes)

- Write or plan one social media post
- Respond to messages or reviews
- Update one small thing online

## Monthly Checklist (30–60 Minutes)

- Plan content for the month
- Review website wording for clarity
- Refresh local town or service-area language

## Reality Check

ChatGPT is a tool, not a replacement for your judgment. Always review and personalize anything before using it.

## Does This Still Sound Like Me?

- Would I say this out loud?
- Does this feel respectful?
- Does this sound local and human?

## Final Thought

You do not need perfect marketing. You need steady, clear communication. This checklist is here to help you keep going.

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