



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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