

Checklist - Fight Like Braddock, Market Like a Pro

A checklist for online marketers who want to win like the underdog champion of 1935.

Before You Launch Your Next Campaign, Ask Yourself:

Round 1 – Prep and Training

- Do I truly grasp who my audience is and the challenges they face?
- Have I done the research instead of winging it?

Round 2 – Stay Real

- Am I sharing my authentic story, not just hype?
- Have I shown both wins and struggles to build trust?

Round 3 – Consistency Over Flash

- Do I have a steady schedule for content, not just one-off posts?
- Am I building long-term trust instead of chasing short-term clicks?

Round 4 – Smart Timing

- Is this campaign landing at the right moment for my audience?
- Am I tying my message to what people actually care about now?

Round 5 – The Underdog Edge

- Have I framed my journey as a fight worth following?
- Am I giving people a reason to root for me?

Print this out. Keep it by your desk. Use it before every campaign.

Like Braddock in 1935, you don't need flash, what you need is grit, strategy, and heart.