

RHC

Quick Start

First Steps

RockHardChic.com

Premium Fashion Industry Resources

RHC User Acquisition - Quick Start Checklist

■ TODAY (Do These RIGHT NOW)

Social Media Setup (30 minutes)

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- [] Update Instagram bio with rockhardchic.com/submit/video
- [] Update TikTok bio with submit link
- [] Update Facebook about section
- [] Pin "Submit Your Video FREE" post on all platforms
- [] Create Instagram highlight: "How to Join"
- [] Post 3 Instagram Stories about the platform

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First Outreach (1 hour)

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- [] Text 10 friends who model/photograph
- [] DM 20 local models on Instagram
- [] Post in 5 Facebook groups
- [] Email 20 contacts from your phone
- [] Comment on 10 model/photographer posts

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Content Creation (1 hour)

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- [] Film 3 TikTok videos (use phone)
- [] Write 3 Instagram captions (queue them up)
- [] Create 1 Story graphic in Canva
- [] Screenshot user testimonials (if any)

Website Check (15 minutes)

- [] Test video submission form
- [] Check all links work
- [] Verify modeling guide downloads
- [] Test on mobile phone

■ WEEK 1 GOALS

Daily Tasks (30-60 min/day)

- [] Post 1-2 TikToks
- [] Post 1 Instagram post
- [] Post 4-6 Instagram Stories
- [] DM 20-30 new people
- [] Reply to ALL comments/DMs

[] Join 2-3 new Facebook groups

Week 1 Targets

[] 10 video submissions

[] 200 Instagram followers

[] 100 site visitors/day

[] 5 Facebook groups joined

[] 10 user engagements (likes/comments/shares)

■ WEEK 2-4 GOALS

Week 2: Local Push

[] Attend 1 local fashion event

[] DM 100 local models

[] Post in 20 Facebook groups

[] Create "First 100 Challenge" announcement

[] Goal: 30 total submissions

Week 3: Content Blitz

- [] Post 2-3 TikToks daily
- [] Write 1 blog post
- [] Promote FREE modeling guide heavily
- [] Start weekly giveaway
- [] Goal: 50 total submissions

Week 4: Viral Push

- [] Launch #IfItsHotItsHere challenge
- [] Reach out to 10 micro-influencers
- [] Test \$5/day Facebook ads
- [] Feature 10 users this week
- [] Goal: 100 total submissions ■

■ COPY & PASTE MESSAGES (WITH URGENCY!)

Instagram DM (Personal + URGENT)

Hey [Name]! ■

Just came across your profile and your work is ■!

I run RHC - a platform where models submit videos and get discovered by agencies.

■■■ RIGHT NOW it's 100% FREE, but this WON'T last!

Would you want to submit a 30-60 second video before we start charging?

rockhardchic.com/submit/video

Submit NOW - fees coming SOON!

IF IT'S HOT IT'S HERE! ■

...

Facebook Group Post (WITH URGENCY)

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■■■ LIMITED TIME: FREE Video Submissions! ■■■

Hey everyone! I just launched RHC - where you can:

- Submit your promo video 100% FREE (RIGHT NOW!)
- Get discovered by agencies
- Download FREE modeling guide

■■■ THIS WON'T BE FREE FOREVER!

We're accepting FREE submissions for a LIMITED TIME
before we switch to paid. Don't miss out!

rockhardchic.com/submit/video

Submit TODAY before we start charging!

IF IT'S HOT IT'S HERE! ■

#modeling #limitedtime #freeopportunity

...

Text Message (Friends + URGENCY)

...

Hey! I FINALLY launched that platform I've been
working on for 20 years!

■■■ Video submissions are FREE right now, but NOT for long!

Can you:

1. Submit a quick video before I start charging
2. Share with anyone who models/photographs

It's 100% free NOW, but won't be for much longer!

rockhardchic.com/submit/video

Would mean the world - thanks! ❤■

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■ DAILY TRACKING

Track These Every Day:

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Video submissions today: _____

Total submissions: _____

Site visitors: _____

Instagram followers: _____

TikTok views: _____

DMs sent: _____

Comments replied: _____

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Weekly Review (Every Sunday):

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What worked this week?

What didn't work?

What will I do differently?

Did I hit my goals?

What's the plan for next week?

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■ STOP IF...

Red Flags:

- [] You're spamming people (slow down, be genuine)
- [] You're getting frustrated (take a break, it's a marathon)
- [] You're ignoring comments (engagement is EVERYTHING)
- [] You haven't posted in 3 days (consistency > perfection)
- [] You're comparing to others (focus on YOUR journey)

■ MOTIVATION

Remember:

- You've dreamed about this for 20 years
- You finally shipped it (most people never do)
- Every NO gets you closer to YES
- Your platform is helping people
- You're building something real

Daily Affirmations:

- "I'm building something valuable"

- "Every submission matters"
- "Consistency compounds"
- "I'm in the arena"
- "IF IT'S HOT IT'S HERE!" ■

■ NEED HELP?

Questions?

- Review USER_ACQUISITION_STRATEGY.md
- Check FAQ in modeling guide
- Ask in entrepreneur communities

Feeling Stuck?

- Take a 15-minute walk
- Talk to a user (ask for feedback)
- Review what's working
- Try ONE new thing

Celebrate Wins!

- First submission ■
- 10 submissions ■
- 50 submissions ■
- 100 submissions ■

- First feature ■
- First testimonial ■

NOW GO GET THOSE USERS! ■

IF IT'S HOT IT'S HERE! ■