

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)

...

[] 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

...

First Outreach (1 hour)

...

[] 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

...

Content Creation (1 hour)

...

- ☐ 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)

...

■■ 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! ♥■

...

■ DAILY TRACKING

Track These Every Day:

...

[] Video submissions today: _____

[] Total submissions: _____

[] Site visitors: _____

[] Instagram followers: _____

[] TikTok views: _____

[] DMs sent: _____

[] Comments replied: _____

...

Weekly Review (Every Sunday):

...

[] 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?

...

■ 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! ■