



The 30 Day Marketing That Tells the Truth Challenge

One small, faithful action a day. Check the box as you go.

1. ☐ Name the one specific person you are trying to reach.
2. ☐ Write three words your ideal customer actually uses.
3. ☐ Find the on ramp that meets them where they are.
4. ☐ Draft one story instead of a feature list.
5. ☐ Write your customer's before and after as a story.
6. ☐ Collect one honest testimony or example.
7. ☐ Pray for the people you are trying to serve by name.
8. ☐ Rewrite your core message in one plain sentence.
9. ☐ Replace one clever line with a clear one.
10. ☐ Define the single next step you want people to take.
11. ☐ Audit your marketing for any claim that is not fully true.
12. ☐ Remove one fake timer or invented scarcity.
13. ☐ Write the honest reason to act now, if there is one.
14. ☐ Read Proverbs 12:22 and pray for truthful lips.
15. ☐ Choose a simple marketing rhythm you can sustain.
16. ☐ Post or send one honest piece of content today.
17. ☐ Show up again tomorrow even if no one responded.
18. ☐ Read the Parable of the Sower and keep scattering.
19. ☐ Commit to 90 days of consistency, write the date.
20. ☐ Encourage one small audience instead of despising it.
21. ☐ Ask a happy customer to share their experience.
22. ☐ Do one generous act that builds your reputation.
23. ☐ Thank someone who referred you.
24. ☐ Write what you want to be known for.
25. ☐ Read Proverbs 22:1 and value your good name.
26. ☐ Rest and trust the harvest to God.
27. ☐ Help another owner clarify their message.
28. ☐ Simplify one confusing part of your website or page.
29. ☐ Write what you learned about honest marketing this month.

30. ☐ Commit your marketing to the Lord and begin again tomorrow.