

# Broxten's Playbook: The Curiosity Curriculum

A 30-day plan to build industry knowledge from scratch.

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WEEK 1

## Subscribe & Absorb

Subscribe to 5 industry sources: **Marketing Brew, AdAge, Search Engine Journal, Social Media Today**, and one niche source in your interest area. Spend **15 minutes each morning** scanning headlines.

🎯 **Know what the industry is talking about.**

2

WEEK 2

## Explore & Experiment

Pick **3 tools or platforms** you've never used — Google Analytics, Canva, a social ads manager, ChatGPT for marketing prompts, etc. Spend **30 minutes on each** just exploring.

🎯 **Build hands-on familiarity with tools professionals use daily.**

3

WEEK 3

## Study & Analyze

Find **3 recent marketing campaigns** — Super Bowl ads, viral social campaigns, brand launches. Write a **one-paragraph analysis** of each: who was the audience, what was the message, and did it work?

🎯 **Start thinking like a strategist.**

4

WEEK 4

## Reach Out & Connect

Send **3 LinkedIn messages** to professionals in your target industry using this framework: **Context** (how you found them), **Relatability** (what you have in common), and **Ask** (one specific question about their career).

🎯 **Turn curiosity into real relationships.**

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*Every professional interviewed on The BroxtenDigital Show named curiosity as the #1 trait that separated them from their peers. This plan makes curiosity a daily habit, not a vague idea.*

Want the full conversation?  
Watch The BroxtenDigital Show on YouTube.

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