

Broxten's Playbook: Zero to Portfolio in 30 Days

How to build real marketing experience before you have a job.

1

WEEK 1



Launch a Website

Pick a niche you care about — sneakers, local restaurants, a hobby. Use a free builder and publish a simple **3–5 page site** with an About page, 2 blog posts, and a contact page.

Free tools: Wix, WordPress.com, Carrd, Canva for graphics

2

WEEK 2



Run a Micro-Campaign

Drive traffic to your site. Post on social, start an email newsletter (even if it's 5 friends), or run a small **\$5–\$20 ad** on Meta or Google. Set up Google Analytics to track visitors.

Free tools: Google Analytics, Mailchimp free tier, Meta Ads Manager

3

WEEK 3



Help Someone Real

Reach out to **5 nonprofits, local businesses, or friends** with side projects. Even one yes = a real client.

"I'm building my marketing skills and would love to help you with [website/social/email] for free for 30 days. No strings attached."

4

WEEK 4



Package Your Results

Screenshot your analytics. Write up what you did, what worked, and what you learned. Build a simple portfolio page including:

🎯 **The challenge** · 🛠️ **Your approach** · 📊 **The results** (small numbers count) · 💡 **What you'd do differently**

"Alex Ryan (Assoc. Director, Publicis) said the #1 thing a student can do right now is create a website. Andrew Prince (Sr. SEO Manager, Rocket) recommended offering free work to nonprofits to build social proof. This plan combines both."

— [The BroxtenDigital Show](#)

Want the full conversation? Watch [The BroxtenDigital Show](#) on YouTube.

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