HDD TEACHING TUESDAY · WEEK 3 · PUT IT TO WORK

List + Promote the New Offer

A blueprint for packaging your repurposed work into a clear listing and a simple promotional plan you can actually publish this week.

1. Listing Title Options

Draft three titles, then pick your favorite.

2. Story-Led Description Outline

Hook (first line, stops the scroll)

Story (why you made it / who it's for)

Features & benefits (what they get / why it matters)

Call to action

3. Product Visuals Checklist

- Primary listing image is clean and on-brand
- At least one lifestyle / in-context mockup included
- Text overlay (if any) is legible at thumbnail size
- Alt image shows a second angle, color, or use case

4. Launch Content Plan

One promotional post or short video, minimum.

Platform	Post Type	Date	Caption Hook

5. Publish Checklist

- Listing is published or scheduled
- Promotional post or video is published or scheduled
- Link tested and working
- Shared into the HDD AI Legacy Hub community
