PROFESSIONAL CLIENT RESOURCE

The Responsible Smartphone Marketing Blueprint

A practical framework for creating responsible educational marketing content with a smartphone.



THELMA O. NKANSAH

Managed resource · A + Offi

1

Choose a clear audience

Responsible educational marketing begins with a specific audience and a problem that can be addressed honestly.

> **Consider:** Define who the content is for and what useful question it will answer.

2

Create useful original content

Consistent content should explain, compare, demonstrate, or organize information without copying others or making unsupported promises.

> **Consider:** Build a simple content plan around questions the audience actually asks.

3

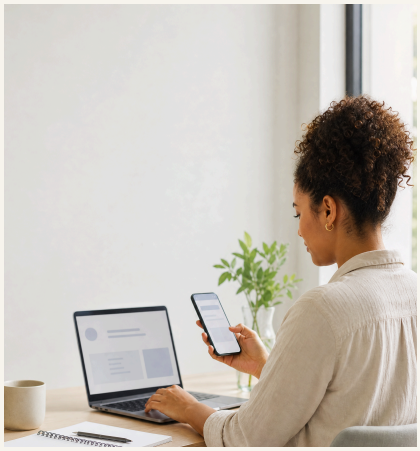
Disclose commercial relationships

Readers should be able to understand when a recommendation or link may generate compensation.

> **Consider:** Use clear disclosures and review the applicable platform and advertising rules.

Use the guide as a conversation starter

Write down questions as you review the material. The client or an appropriate qualified professional can confirm what applies to your circumstances.



4

Plan Useful Educational Content

Choose a narrow audience question and create content that helps the reader evaluate a topic responsibly.

> **Consider:** Separate education from promotion and state when a link may generate compensation.

5

Review Before Publishing

Check accuracy, permissions, disclosures, links, and privacy considerations before posting.

> **Consider:** Remove unsupported promises and avoid implying typical results where none are established.



Your Practical Checklist

- ☐ Define one audience and one useful content topic.
- ☐ Avoid income, speed, or guaranteed-result claims.
- ☐ Review platform and advertising requirements.
- ☐ Create original educational content in your own words.
- ☐ Disclose affiliate or commercial relationships clearly.
- ☐ Track what was published and update outdated information.

> **Notice** what changed or needs clarification.

> **Organize** the records connected to each question.

> **Confirm** current requirements with the right professional.

Questions and notes

Record dates, records, and details to confirm during the next conversation.

YOUR NEXT STEP

Ready to discuss the next step?

Use the secure Thelma O. Nkansah funnel to request information. The client will confirm services, availability, and situation-specific requirements directly.

Open the secure client funnel →

Bring useful questions

01 Organize the records you already have.
02 Note what you want the client to clarify.
03 Confirm current requirements before acting.

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