

7 Marketing Mistakes Self-Assessment

Understand your marketing before you spend more money on it.

BUSINESS _____ OWNER _____ DATE _____

SCORE: **1** Not a problem **3** You've noticed it **9** Actively costing you PRIORITY: Rank your top 3 gaps (1 = most urgent)

#	MISTAKE	WHAT IT LOOKS LIKE IN YOUR BUSINESS	SCORE	PRIORITY
1	Trying to sell to everyone MARKET FOG	Your marketing tries to speak to everyone, so it resonates with no one. You describe who you work with in broad categories, not specific people.	1(3)9	<input type="checkbox"/>
2	Leading with what you do instead of why it matters MESSAGE DRAG	You describe the service, not the outcome. Customers hear what you are, not what changes for them.	1(3)9	<input type="checkbox"/>
3	Spending before you have a clear message DEMAND DILUTION	You're investing in a website, ads, or social media before the message is locked in. Spend is amplifying a weak foundation.	1(3)9	<input type="checkbox"/>
4	Not prioritizing leads before following up PIPELINE LEAK	You follow up the same way with everyone. Ready-to-buy leads wait while you spend equal time on people who are just curious.	1(3)9	<input type="checkbox"/>
5	Describing the offer instead of the case for it OFFER FOG	People understand what you sell but don't know why to choose you, why now, or what they risk by waiting. Clarity without urgency doesn't convert.	1(3)9	<input type="checkbox"/>
6	Sales and marketing are not aligned ALIGNMENT GAP	What you say in your marketing doesn't match the conversation you have when someone calls. You stay busy but nothing compounds.	1(3)9	<input type="checkbox"/>
7	Marketing activities without owning results EXECUTION DRAG	Posts, emails, maybe some ads — but no cadence, no clear owner, no measurement. You can't improve what no one is accountable for.	1(3)9	<input type="checkbox"/>

<p>7 - 25 Strong foundation. Focus on refinement.</p>	<p>26 - 44 Cracks in the structure. Fix before you scale.</p>	<p>45 - 63 You don't have a marketing problem. You have a clarity problem.</p>	<p>TOTAL SCORE _____</p>
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3 QUESTIONS TO ANSWER BEFORE YOU SPEND A DOLLAR ON MARKETING

<p>1 Who exactly is your best customer? <i>Not an industry — a person.</i></p> <hr/> <hr/> <hr/>	<p>2 What problem do you solve better than anyone else?</p> <hr/> <hr/> <hr/>	<p>3 Why should they choose you over every other option?</p> <hr/> <hr/> <hr/>
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THE MARKET - MESSAGE - MAP FRAMEWORK · STRATEGY HAS A SEQUENCE. THE ORDER IS THE STRATEGY.

<p>MARKET 1</p> <p><i>Who you serve and why they act</i></p> <p>Get clear on who before you build what to say. If the market is vague, everything built on it will be vague too.</p> <hr/> <p>MISTAKES 1, 6 LIVE HERE</p>	<p>MESSAGE 2</p> <p><i>What you say based on what they need to hear</i></p> <p>Get clear on what to say before you build where to say it. Nobody buys what you do. They buy what changes for them.</p> <hr/> <p>MISTAKES 2, 5 LIVE HERE</p>	<p>MAP 3</p> <p><i>The plan you build around a message that already works</i></p> <p>Build your execution around a message and market that are already clear. Most businesses start here. Then wonder why nothing works.</p> <hr/> <p>MISTAKES 3, 4, 7 LIVE HERE</p>
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STOP STARTING AT THE END. · MARKET. MESSAGE. MAP. · EVERY ONE OF THESE IS FIXABLE. NONE REQUIRE A BIGGER BUDGET.