

# Marketing Readiness Check



*A quick, honest snapshot of what's working, what's missing, and what to fix first.*

Most business owners don't struggle with effort — they struggle with direction.

They're posting, updating, trying different tactics... but without a clear plan or strong foundation, it's hard to know what's working, what's not, and what to fix first.

**That's exactly what this Marketing Readiness Check is designed to do.**

This is not a test — and it's not about getting everything “right.”

It's a quick, honest snapshot of where your marketing stands today so you can identify gaps, clarify priorities, and move forward with confidence. Use this checklist to:

- Identify what's already working
- Spot the areas that are holding you back
- Gain clarity on what to focus on next

You'll notice this starts with planning and foundational messaging — because those are the pieces most businesses skip... and the reason so many marketing efforts feel inconsistent or ineffective.

If your answers lean toward “Somewhat” or “Not Yet,” that's not a problem — it's insight. And insight is where better marketing begins!

## Section 1: Planning Clarity

Answer each question honestly based on your current situation — not where you want things to be.

**We have clear business goals defined for the next 6–12 months.**

Yes  Somewhat  Not Yet

**We know what marketing is expected to support right now (growth, stability, lead quality, visibility, etc.).**

Yes  Somewhat  Not Yet

**We have a documented marketing plan or clear priorities guiding decisions.**

Yes  Somewhat  Not Yet

**We review marketing performance and adjust direction intentionally.**

Yes  Somewhat  Not Yet

**We can explain how our marketing supports revenue, not just activity.**

Yes  Somewhat  Not Yet

**We know which marketing efforts matter most – and which matter less.**

Yes  Somewhat  Not Yet

## **Section 2: Foundational Messaging Clarity**

These questions focus on how clearly and consistently your business communicates its value to the right audience.

**We can clearly explain what we do and who we do it for.**

Yes  Somewhat  Not Yet

**Our team describes our business in a consistent way.**

Yes  Somewhat  Not Yet

**We know what makes us different from competitors.**

Yes  Somewhat  Not Yet

**We know who our ideal customer is – and who we are not a good fit for.**

Yes  Somewhat  Not Yet

**We have a clear core message or value proposition.**

Yes  Somewhat  Not Yet

**Our messaging feels confident, not generic or scattered.**

Yes  Somewhat  Not Yet

**Our calls to action are clear and consistent.**

Yes  Somewhat  Not Yet

## **Section 3: Brand & Platform Foundations**

These questions assess whether your foundational assets support and reinforce your messaging.

**We have a logo and brand elements that are used consistently.**

Yes  Somewhat  Not Yet

**Our website clearly communicates what we do and why it matters.**

Yes  Somewhat  Not Yet

**Our Google Business Profile accurately reflects our services and messaging.**

Yes  Somewhat  Not Yet

**Our online presence feels cohesive across platforms.**

Yes  Somewhat  Not Yet

**Our audience can quickly understand what action to take next.**

Yes  Somewhat  Not Yet

**Our marketing materials feel aligned rather than pieced together.**

Yes  Somewhat  Not Yet

## How to Interpret Your Results

If you answered “Somewhat” or “Not Yet” to several questions in the Planning or Foundational Messaging sections, that’s normal — and it’s exactly where most businesses start.

Marketing becomes easier, more consistent, and more effective once planning clarity and messaging foundations are in place. These elements act as the engine that powers everything else.

**The goal isn’t to fix everything at once — it’s to focus on the pieces that will make the biggest difference first.**

## Recommended Next Step

If you found yourself answering “Somewhat” or “Not Yet” to several questions, the next step isn’t doing more marketing — it’s getting clear on what your marketing is built on.

For most businesses, that starts with clarifying and documenting your messaging. When you clearly define what you do, who it’s for, and why it matters, everything else becomes easier — your website, your content, your ads, and your conversations. **This is where we focus first.**

If you’d like help turning these insights into a clear, actionable plan, the next step is a guided review of your results. We’ll identify what’s missing, what to prioritize, and how to move forward with confidence. Reach out via email at [laura@marketingblueprintsfor-smallbiz.com](mailto:laura@marketingblueprintsfor-smallbiz.com) - attach your completed checklist and let me know the best way to reach you. I’ll take a look at your results and follow up to schedule a time for us to talk.

**From there, you’ll have a clear path forward — whether you implement it yourself or want support building it out.**