

Marketing Readiness Check

A quick, honest snapshot of what's working, what's missing, and what deserves attention 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**, a strong marketing **foundation**, and consistent **messaging**, 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, set priorities, and make better decisions about what deserves attention first.

Use this checklist to:

- Identify what's already working
- Spot the areas that may be holding you back
- See where the biggest gaps are
- Know what deserves attention first

You'll notice this starts with **Planning & Direction**, then looks at your **Marketing Foundation** and **Messaging & Positioning**. These are the pieces businesses often skip before moving into tactics — and when they aren't working together, marketing can quickly become inconsistent, frustrating, and expensive.

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 & Direction

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: Marketing Foundation

These questions look at whether the essential pieces supporting your marketing are in place, consistent, and working together.

We have a logo and basic brand standards that allow us to present our business consistently.

☐ Yes ☐ Somewhat ☐ Not Yet

We have the logo files and brand assets we need for both print and digital use.

☐ Yes ☐ Somewhat ☐ Not Yet

Our website clearly communicates what we do, who we serve, and why someone should choose us.

☐ Yes ☐ Somewhat ☐ Not Yet

Our website gives visitors a clear next step and an appropriate way to contact us or provide their information.

☐ Yes ☐ Somewhat ☐ Not Yet

Our Google Business Profile accurately reflects our business, services, brand, and messaging.

☐ Yes ☐ Somewhat ☐ Not Yet

Our online presence feels consistent and professional across the platforms that matter to our business.

☐ Yes ☐ Somewhat ☐ Not Yet

We know the primary words and phrases customers use when searching for our business, products, or services.

☐ Yes ☐ Somewhat ☐ Not Yet

Our marketing materials feel current, consistent, and aligned rather than pieced together over time.

☐ Yes ☐ Somewhat ☐ Not Yet

Section 3: Messaging & Positioning

These questions focus on whether you can clearly and consistently communicate what you do, who you serve, and why the right customer should choose you.

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

☐ 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 know what makes us meaningfully different from our competitors.

☐ Yes ☐ Somewhat ☐ Not Yet

We can clearly explain why the right customer should choose us.

☐ Yes ☐ Somewhat ☐ Not Yet

We have a clear core marketing message or value proposition.

☐ Yes ☐ Somewhat ☐ Not Yet

Our team describes our business in a consistent way.

☐ Yes ☐ Somewhat ☐ Not Yet

Our messaging feels confident and specific rather than generic or scattered.

☐ Yes ☐ Somewhat ☐ Not Yet

Our calls to action are clear and consistent.

☐ Yes ☐ Somewhat ☐ Not Yet

How to Interpret Your Results

If you answered “Somewhat” or “Not Yet” to several questions, look at where those answers are concentrated.

They may point to gaps in your Planning & Direction, your Marketing Foundation, your Messaging & Positioning — or a combination of all three.

You do not need to fix everything at once.

The goal is to identify the pieces that deserve attention first so you can strengthen what is already working, address the gaps that matter most, and make smarter decisions about where to invest your marketing time and money next.

Recommended Next Step

If you found yourself answering “Somewhat” or “Not Yet” to several questions, the next step isn’t automatically doing more marketing.

It’s understanding what those answers are telling you.

Your biggest need may be clearer planning and priorities. You may need to strengthen your marketing foundation — things like your brand, website, online presence, Google Business Profile, or basic search strategy. Or you may need clearer messaging and positioning so customers can quickly understand what you do, who you serve, and why they should choose you.

The best next step depends on where your gaps are.

If you’d like help reviewing your results, send your completed Marketing Readiness Check to laura@marketingblueprintsfor-smallbiz.com and let me know the best way to reach you.

I’ll review your responses and follow up to schedule a complimentary Marketing Readiness Review. Together, we’ll identify what deserves attention first and determine the most practical next step for your business.

That may mean creating a short Marketing Plan, strengthening your Marketing Foundation, developing your Business or Product/Service Messaging, focusing on a few specific priorities, or simply giving you a clearer path forward.

Better marketing starts with the right foundation, not the next tactic.