

MARKETING CLARITY CHECKLIST

A simple guide to help you understand
exactly what your business needs next.

Marketing Clarity Checklist

SECTION 1 — BUSINESS FOUNDATIONS

- I can clearly explain what my business does in one sentence
- I know exactly who my ideal customer is
- I understand the problem I solve for them
- I know what makes me different from others in my space

SECTION 2 — AUDIENCE & MESSAGING

- I know the 3 core messages my brand should be communicating
- I have a clear tone of voice
- I can describe the transformation my service delivers
- I know the emotional triggers motivating my ideal customer

SECTION 3 — WEBSITE & ONLINE PRESENCE

- My website communicates what I do within 5 seconds
- My services are easy to understand
- My calls to action are clear
- My social media aligns with my website messaging

SECTION 4 — CONTENT & VISIBILITY

- I know which platforms matter most for my ideal buyers
- I have 3–5 content themes
- I post consistently (even once a week counts)
- I repurpose content across platforms

SECTION 5 — PRIORITIES & NEXT STEPS

- I know my top marketing priority for this quarter
- I know where my next 5–10 customers may come from
- I know which activities I can ignore for now
- I have clarity on where to spend my time