

# The 30-Minute Marketing Reset

Find one bottleneck. Choose one fix. Make a seven-day plan.

You do not need to solve your entire marketing strategy today. You need a clearer view of one customer, one offer, and one useful next move.

Bring your website, one offer, any recent funnel numbers you trust, and a pen. If you do not have the numbers, mark them unknown. Your first experiment may be gathering evidence.

|               |                             |
|---------------|-----------------------------|
| <b>04 min</b> | Name the goal               |
| <b>06 min</b> | Walk the customer journey   |
| <b>05 min</b> | Pick a bottleneck           |
| <b>05 min</b> | Sharpen the message         |
| <b>07 min</b> | Plan a seven-day experiment |
| <b>03 min</b> | Brief your AI partner       |

The timing is a suggested work sprint. This workbook is a planning aid, not a validated assessment or a guarantee of results.

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# Name the goal.

Choose a single audience, offer, and outcome to work on.

## Who is the customer?

Name their situation and the problem they want solved. Avoid "everyone."

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## What are you offering?

Describe what they receive and the useful outcome it supports.

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## What action matters this week?

Choose a customer action: a qualified inquiry, a booking, a first use, or a purchase.

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## What do you know now?

Record a baseline and time window, or write UNKNOWN and name the evidence you need.

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# Walk the customer journey.

Review one real path. Mark Clear, Unclear, or Unknown. Add one piece of evidence.

## Discovery

Can the right person tell this is for them?

Status: Clear / Unclear / Unknown Evidence:

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## Decision

Can they understand the offer, proof, and next step?

Status: Clear / Unclear / Unknown Evidence:

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## Activation

Can they reach a first useful outcome?

Status: Clear / Unclear / Unknown Evidence:

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## Lifecycle

Does follow-up fit what they have actually done?

Status: Clear / Unclear / Unknown Evidence:

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## Retention

Do they have a reason and support to keep using it?

Status: Clear / Unclear / Unknown Evidence:

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## Expansion

Is there a relevant next offer, referral, or repeat purchase?

Status: Clear / Unclear / Unknown Evidence:

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# Pick one bottleneck.

Prioritize a customer obstacle you have evidence for and can realistically address.

## Candidate 1

Obstacle: \_\_\_\_ Evidence: \_\_\_\_ Likely impact: Low / Medium / High Effort: Small / Medium / Large

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## Candidate 2

Obstacle: \_\_\_\_ Evidence: \_\_\_\_ Likely impact: Low / Medium / High Effort: Small / Medium / Large

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## Candidate 3

Obstacle: \_\_\_\_ Evidence: \_\_\_\_ Likely impact: Low / Medium / High Effort: Small / Medium / Large

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## My priority

Choose one. What makes it more useful to tackle than the other two?

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### IF THE EVIDENCE IS MISSING

Choose a research action first: review five inquiries, speak with recent prospects, or watch someone complete the journey. Do not turn uncertainty into a confident diagnosis.

# Sharpen the message.

Make the promise specific enough for a customer to recognize their own problem.

## The customer tension

"I am trying to \_\_\_\_, but \_\_\_\_ keeps getting in the way."

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## The offer in one sentence

"I help [specific audience] achieve [useful outcome] through [deliverable or approach]."

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## The reason to believe

What relevant proof, example, or demonstration can you actually substantiate?

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## The next step

What should they do now, and what happens after they do it?

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# Plan a seven-day experiment.

Seven days is a review rhythm. It may not be enough time or traffic to prove an effect.

## My hypothesis

If I change \_\_\_\_, then \_\_\_\_ may improve, because \_\_\_\_.

## The measure and guardrail

Track one customer action and a quality check, such as qualified inquiries rather than all inquiries.

## The practical boundaries

Owner: \_\_\_\_ Time: \_\_\_\_ Budget cap: \_\_\_\_ Review date: \_\_\_\_

## Your week at a glance

### Days 1-2

Gather the baseline and make one focused change.

### Days 3-5

Run the test. Record friction, questions, and customer behavior.

### Days 6-7

Review evidence. Continue, change, stop, or gather more data.

### AN ILLUSTRATIVE EXAMPLE

A consultant explains scope and fit before the booking button. They track qualified bookings and customer questions. A few extra bookings alone do not establish causation.

# Brief your AI partner.

Use your completed pages as context. Keep personal and confidential information out.

## A PROMPT TO ADAPT

Act as a careful marketing collaborator. Using the approved facts below, help me draft one change for my seven-day experiment. Audience: [from page 2]. Offer: [page 2]. Bottleneck and evidence: [page 4]. Message: [page 5]. Hypothesis and measure: [page 6]. Give me two distinct drafts and explain their tradeoffs. Identify missing facts and assumptions. Do not invent statistics, customer quotes, capabilities, prices, or promised outcomes. End with a human review checklist.

## Before using the draft

- ☐ Check facts against the approved source material.
- ☐ Check audience fit, tone, and the next action.
- ☐ Open and test any destination links.
- ☐ Have a responsible person approve the final version.

AI helps you draft and challenge assumptions. You remain responsible for the claims, customer experience, and decision.

# Bring the reset to life.

One useful decision is worth more than a workbook full of unfinished plans.

## The bottleneck I am working on

In one sentence, what is getting in the customer's way?

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## My next action

What will I do, and when will I do it?

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## What I will review

What evidence will I look for, and what would change my mind?

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## Want a second set of eyes?

Bring your completed reset to a conversation with Ashley. The Growth Fix starts at \$997 and focuses on a priority problem and a practical improvement. Scope and price are confirmed before work begins.

### Book a free 15-minute discovery call

<https://cal.com/waymakeragency/15min>