

Let's play a game.

It's 20 questions, but with no guessing and no right (or wrong) answers.

It'll take you **5 minutes or less** and give you a clear picture of where you're at-and how a reset can help.

20 questions. 100 possible points. Let's see where your marketing stands.

01 / STRATEGY + PRIORITIES

Score each statement from 1-5. Circle one answer per question.

1 = Not at all / We have no idea · 2 = Barely · 3 = Somewhat 4 = Mostly · 5 = Absolutely

01. We can clearly explain who our best customer is, what they need, and why they choose us instead of the alternatives.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

02. We know which 2-3 marketing priorities matter most right now-and our time and budget actually reflect those priorities.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

03. Our marketing channels work together as part of a strategy rather than feeling like a collection of disconnected activities.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

04. We know what we should stop doing, not just what we want to add next.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

STRATEGY + PRIORITIES SCORE: _____ / 20

02 / MONEY + MEASUREMENT

Score each statement from 1-5. Circle one answer per question.

1 = Not at all / We have no idea · 2 = Barely · 3 = Somewhat 4 = Mostly · 5 = Absolutely

05. We can confidently say which marketing channels are generating leads, customers, and revenue-not just clicks, followers, or traffic.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

06. If I asked where our last 20 customers came from, we could actually tell you.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

07. We understand what happens between someone's first interaction with us and their eventual purchase-and can see which marketing touchpoints helped get them there.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

08. We know where our marketing dollars are producing a return, where they're underperforming, and where we're essentially guessing.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

MONEY + MEASUREMENT SCORE: ____ / 20

Do you know what's making you money-or just what's getting attention?

03 / TECH + INFRASTRUCTURE

Score each statement from 1-5. Circle one answer per question.

1 = Not at all / We have no idea · 2 = Barely · 3 = Somewhat 4 = Mostly · 5 = Absolutely

09. Our website, CRM/email platform, sales tools, analytics, and other marketing technology work together rather than creating separate islands of information.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. Customer and lead data moves between our systems reliably, without someone constantly exporting spreadsheets, copying information, or fixing things manually.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

11. We trust the data in our marketing systems enough to actually use it to make decisions.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

12. We're actually using the capabilities of the tools we're paying for-and aren't paying for a bloated tech stack full of redundant or barely used platforms.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

TECH + INFRASTRUCTURE SCORE: _____ / 20

Is your technology making marketing easier-or creating more work?

04 / ORGANIC + OWNED GROWTH

Score each statement from 1-5. Circle one answer per question.

1 = Not at all / We have no idea · 2 = Barely · 3 = Somewhat 4 = Mostly · 5 = Absolutely

13. Before spending more on advertising, we're taking advantage of the free or low-cost ways we could reach more of the people who already know us.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

14. We have a real strategy for turning existing customers, followers, subscribers, partners, and community into repeat business, referrals, and word of mouth.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

15. We're building marketing assets we actually own-our email list, customer relationships, content, SEO, and community-not relying entirely on paid platforms or algorithms.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

16. We balance quick wins that can produce results now with slower, consistent work that compounds over time.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

ORGANIC + OWNED GROWTH SCORE: _____ / 20

Are you using what you already have-or continually paying to find new people?

05 / CUSTOMER JOURNEY + EXECUTION

Score each statement from 1-5. Circle one answer per question.

1 = Not at all / We have no idea · 2 = Barely · 3 = Somewhat 4 = Mostly · 5 = Absolutely

17. A potential customer can quickly understand what we do, who it's for, why it matters, and what they should do next.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

18. We have a clear path from discovering us > becoming interested > becoming a lead > buying > buying again or referring someone else.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

19. Our team knows who's responsible for what, and good marketing ideas don't routinely die because nobody owns the next step.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

20. If we suddenly had 25% less marketing budget tomorrow, we'd know what to protect-and if we had 25% more, we'd know exactly where we'd put it.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

CUSTOMER JOURNEY + EXECUTION SCORE: _____ / 20

Can people easily move from discovering you to buying from you-and can your team actually make the plan happen?

SO... HOW'D YOU DO?

Add up all 20 answers.

YOUR MARKETING RESET SCORE: ____ / 100

85-100 - DON'T BLOW IT UP.

Your foundation is strong.

You probably don't need a wholesale reset-you need to find the handful of places where sharper priorities, better data, smarter investment, or stronger execution could create disproportionate results.

The goal isn't more marketing.

It's making what you already have work harder.

65-84 - TUNE-UP TERRITORY.

A lot is working. But there are probably some expensive gaps hiding inside an otherwise functional marketing operation.

You may be paying for things you don't need, underusing things you already have, missing easy opportunities with your existing audience, or spreading your resources across too many priorities.

Your biggest opportunity may actually be:

Doing less, better.

45-64 - TIME FOR A RESET.

You're doing marketing. Probably quite a lot of it.

The bigger question is whether all of that activity is adding up to something.

This is where following the money, simplifying the stack, understanding your customer journey, and getting ruthless about priorities can make a substantial difference.

Before adding another campaign, platform, hire, or line item, it may be time to figure out **what's actually worth keeping.**

20-44 - BLOW IT UP.

Okay. Not literally.

But if your score landed here, adding **more** marketing probably isn't the answer.

More content. More ads. More tools. More meetings. More channels. More money.

None of those inherently fix a system that isn't working together.

This is the moment to figure out what deserves to stay, what needs to go, what's missing, and what you'd build differently if you were starting from where you are **today.**

Your score is a starting point.

Let's figure out what to do with it.

Bring your score, your questions, and a little context about your business. We'll talk through what's working, what feels harder than it should, and where a fresh perspective could help.

01 / THE MARKETING RESET

A focused review for founders, small businesses, and lean teams that want clearer priorities and a practical plan.

You'll leave with a strategy deck, **Keep / Cut / Change / Build** recommendations, immediate opportunities, and a prioritized **90-day plan**. We'll walk through it together in a **60-minute strategy session**.

02 / THE MARKETING RESET: DEEP DIVE

For a more complicated picture: multiple audiences or products, significant marketing spend, a larger team, or systems and data that need a closer look.

Everything in the Marketing Reset, with deeper analysis where your business needs it—from channels and attribution to technology, customer journeys, and team workflows. You'll still leave with clear priorities and a **90-day plan**.

You don't have to choose before we talk.

In a complimentary 30-minute call, we'll work out which level of support makes sense, what it would cover, and the cost—or whether a Reset is the right next step at all.

Book a complimentary 30-minute call

Prefer email? hollybrinkman@gmail.com

Send me your score and a few lines about what you'd like to change.