

Your Marketing Gap Audit Report

Awareness is your top priority right now.

Hey friend,

Out of the 8 stages of the Trail to the Sale™, the one giving you the most trouble right now is **Awareness**.

This isn't a verdict; it's a starting point. Every stage on your Trail matters, but **if your Awareness stage is leaky, fixing it first will usually move the needle faster than working on anything else**. Earlier stages compound. So let's start here.

What Awareness Actually Is

Awareness is the stage where the right people first discover that you and your business exist. Without enough of the right people knowing about you, every other stage of your Trail is starved for fuel. Doesn't matter how good your offer or sales page is...if nobody's looking, nobody's buying.

Your job at this stage? Get in front of the right people, consistently, in places where they already are. Not everywhere, just the specific places they're already hanging out.

The key question your potential customer is asking: "Who are you?" If they can't find you, they can't hire you.

***A quick honest note:** *this is based on a short quiz, so think of it as my strongest hunch, not your final diagnosis. Use it as the place to look first.*

What It Usually Looks Like When Awareness Is Leaking:

Some honest signs your Awareness stage needs work:

- You feel like you're shouting into the void on social media. You're posting consistently but hearing crickets.
- New leads mostly come from word of mouth or referrals, with no real system bringing in fresh people.
- You're "doing all the things" — multiple platforms, networking events, content — but can't tell what's actually working.
- When you sit down to do marketing, you feel paralyzed by options: which channel? Which post? Which strategy?
- The people who do find you aren't your dream clients — they're tire-kickers or wrong-fit prospects.

If any of those gave you an *oh my gosh that's me* moment — yes, this is the one to work on first.

3 Things To Do First:

These are directional next steps, not the whole solution. Just use this as the place to start in the next 30 days.

1. Pick ONE primary visibility channel and commit for 60 days.

The biggest Awareness killer is spreading yourself across five channels and doing none of them well. Pick the ONE channel where your ideal customer actually spends time (not where YOU like to hang out). Commit to it for 60 days minimum. Everything else gets put on the back burner.

2. Get crystal clear on who you're trying to reach.

"Small business owners" isn't a target. "Service-based women business owners around 50 who feel scattered with marketing" is. The narrower you go, the easier every visibility decision becomes. Write a one-paragraph description of your ideal customer and tape it where you'll see it before you create any content. I have a [free download](#) that can help you with this too.

3. Show up where your customer already is — borrow audiences instead of building from scratch.

Building your own audience from zero is the slowest path. The faster path? Be a guest on podcasts, write for other people's newsletters, get on stages where your customer is already in the room. One good guest spot beats six weeks of social posts.

Where This Fits In The Bigger Picture:

The Trail to the Sale™ has 8 stages — Awareness, Consider, Compare, Evaluate, Sell, Supersize, Serve, and Send. Every stage feeds the next. Strong Awareness fills the top of your Trail with the right people. Weak Awareness starves everything downstream — no matter how good your offer is. That's why we're starting here.



The Bigger Fix (when you're ready):

Awareness is one piece of a bigger system. If you want the full roadmap — not just for Awareness, but for connecting every stage of your customer's journey into one strategy that actually works — that's exactly what I built Modern Marketing Mastery to do.

It's an 8-week course built around the Trail to the Sale™ framework, with Module 3 dedicated specifically to Building Awareness — so if this PDF resonated, that module is your roadmap.

Join the VIP List

Doors open twice a year. The waitlist gets early access + the launch bonuses.



I'm Janice — marketing strategist, fractional CMO, podcast host of *My Weekly Marketing*, and someone who's spent 30+ years figuring out how to turn scattered marketing into a clear path to more clients.

The reason I built the Trail to the Sale™? Because most marketing advice teaches tactics without context — and I watched too many smart business owners burn out doing "all the things" without a system underneath. The Trail is the system. This audit is the starting point.

If we haven't met yet, come find me on the podcast — *My Weekly Marketing* — for weekly conversations on building a marketing system that actually pulls its weight.

Talk soon!

Handwritten signature of Janice.