

Your Marketing Gap Audit Report

The COMPARE stage 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 **Consider**.

This isn't a verdict — it's a starting point. **The Compare stage is one of those middle-of-the-Trail stages that small business owners quietly neglect.** They pour energy into getting found at the top and serving customers at the bottom, while the middle (where actual buying decisions get made) gets ignored. That's why fixing this stage tends to move the needle fast. Let's start here.

What the Compare Stage Actually Is

Compare is the stage where someone has noticed you, decided you might be relevant, and now they're sizing you up against the alternatives: other providers, DIY options, or doing nothing at all.

Your job at this stage? Make it obvious why YOU are the right fit. Not louder — clearer.

The key question your prospective customer is asking: *"Why should I choose you over the alternatives?"* If you can't answer that in one breath, neither can they.

***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 the Compare Stage Is Leaking:

Some honest signs your Compare stage needs work:

- People say things like "I need to think about it" or "let me check a few options" — and then ghost.
- You feel like you're constantly explaining what makes you different (instead of it being obvious).
- Your social proof exists, but it's buried somewhere, or you haven't asked for any testimonials yet.
- Prospects compare you to people who do something kind of like what you do but not really, and you can't quite explain why you're different.
- You catch yourself dropping your price when someone hesitates...even when you know your work is worth it.

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

3 Things To Do First:

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

1. Write your "why me" sentence — and put it where prospects will see it.

In one sentence, finish this: "I'm different from other [your category] because ____." Not "I care more," not "I have experience," something specific. Something a competitor couldn't honestly steal. Then put that sentence in your bio, your sales pages, your About page. Stop hiding it.

2. Pull your top 3 testimonials out of hiding.

If you have testimonials, find the three best — the ones that name a specific result, not just "she was great to work with." Put them where buyers actually look: your sales page, your homepage hero section, your email signature. If you don't have testimonials yet, this week's job is to ask your last three happy clients for one sentence each. That's it. One sentence.

3. Stop competing on what you sound the same about. Start leading with what you sound different about.

Make a quick list: what's TRUE about you, your process, your background, or your point of view that most of your competitors couldn't honestly say? Lead with that everywhere.

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. A strong Compare Stage means more of your warm leads actually choose you. Weak Compare means they keep looking — and someone else closes the sale. That's why we're starting here.



The Bigger Fix (when you're ready):

Compare is one piece of a bigger system. If you want the full roadmap — not just for Compare, 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 4 dedicated specifically to Consider & Compare — so if this PDF resonated, that module is your roadmap.

Join the VIP List



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.