

Your Marketing Gap Audit Report

Consider 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. Every stage on your Trail matters, but **if your Consider 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 the Consider Stage Actually Is

Consider is the stage where someone has noticed you exist, and now they're deciding whether you're worth their attention. They might follow you on social media. They might land on your website. They might lurk on your podcast or email list for months. They're warming up. Quietly.

Your job at this stage? Give them a reason to stay — and a way to come deeper into your world. Not by pitching. By being useful, consistent, and worth a second look.

The key question your prospect is asking: *"Why should I pay attention to you?"* If you're not actively nurturing this stage, your warm leads cool off and forget you exist.

****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 Consider Is Leaking:

Some honest signs your Consider stage needs work:

- People visit your website, poke around, and disappear — with no way for you to follow up.
- You don't have an email list, or you have one but rarely send to it.
- Your social followers stay followers. They never become subscribers, leads, or clients.
- You have a lead magnet or freebie, but you're not sure who's downloading it (or whether anyone is).
- When someone joins your email list, the next thing they hear from you is a sales pitch — not value.

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. Create ONE useful lead magnet that solves a real problem for your ideal customer.

Not "10 tips for entrepreneurs." Something specific, useful, and aligned with the problem your paid offer solves. The lead magnet's job is to turn an anonymous visitor into a name and an email — and give them a small, real win that makes them trust you for more.

2. Set up a simple welcome sequence — even just 3 emails.

When someone joins your list, they should hear from you immediately. A short welcome sequence — three emails over a week — does more for your business than any single social post. Introduce yourself. Share your story. Deliver value. THEN, eventually, mention what you sell.

3. Email your list regularly — even when you don't have anything to sell.

The biggest Consider mistake is going silent between launches. Your warmest leads are on your email list. Email them every week or every other week with something useful, interesting, or human. Stay top of mind. When they're ready to buy, you'll be the one they remember.

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 Consider turns curious strangers into warm leads who actually pay attention. Weak Consider means people find you, glance, and forget. That's why we're starting here.



The Bigger Fix (when you're ready):

The Consider stage 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 4 covering both Consider & Compare — so if this PDF resonated, that module is your roadmap for turning warm leads into paying clients.

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!