

Your Marketing Gap Audit Report

The EVALUATE 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 the **Evaluate Stage**.

This isn't a verdict — it's a starting point. **Evaluate 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 Evaluate Stage Actually Is

Evaluate is the stage where someone is seriously considering buying — but they're not quite ready to commit. They want to know what working with you actually feels like before they hand over their money. They want to test the water before jumping in.

Your job at this stage? Give them a real way to experience your work before the big purchase. Not a fluffy freebie. Something that lets them get a taste of the actual thing.

The key question your prospect is asking: "*What's this actually going to be like?*" If they can't picture themselves working with you, they default to "I'll think about it"...and then they ghost 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 the Evaluate Stage Is Leaking:

Some honest signs your Evaluate stage needs work:

- Potential customers ask a lot of questions but rarely pull the trigger.
- People tell you they "love what you do" — but never actually buy.
- The only way to experience your work is to commit to the full thing (big leap, big risk for them).
- You don't offer a sample, trial, mini-version, or low-risk way in.
- Discovery calls feel like interviews — they're sizing you up, not getting a real feel for what you do.

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 low-stakes way for prospects to experience your actual work.

Not a generic freebie. Something that gives them a real taste of how you think and how you work — a mini audit, a strategy session, a workshop, a paid trial, a smaller starter offer. The format depends on your business. The point is: let them experience the real you before they commit to the full thing.

2. Show prospects what working with you actually looks like.

Most prospects can't picture the experience of working with you. So show them. Behind-the-scenes content. Process walkthroughs, day-in-the-life posts, and case studies that include "what it was like to work with Janice." The more they can visualize the experience, the easier it will be for them to say yes.

3. Make your discovery call feel like a sample — not an interview.

If you do discovery calls, stop treating them like sales calls. Use that time to actually solve something small for the prospect. Give them a real insight. Let them walk away with something useful even if they don't buy. That call IS the trial.

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 Evaluate turns serious considerers into confident buyers. Weak Evaluate keeps them stuck in "let me think about it" forever. That's why we're focusing here.



The Bigger Fix (when you're ready):

Evaluate is one piece of a bigger system. If you want the full roadmap — not just for Evaluate, 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 5 covering Evaluate, Sell & Supersize — the stages where prospects become paying clients. If this PDF resonated, that module is your roadmap. Doors open twice a year. The VIP list gets early access + the launch bonuses.

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!