

# Your Marketing Gap Audit Report

**The SELL 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 **Sell Stage**.

**Sell is the stage closest to revenue, which means a leak here costs you the most, the fastest.** If you've already done the hard work of attracting potential customers, nurturing them, and getting them interested, losing them at the moment of decision is the most expensive kind of loss. That's why fixing this stage tends to pay back the fastest. Let's start here.

## What the Sell Stage Actually Is

Sell is the stage where pricing, risk, and the buying decision all collide. Your prospect is at the edge — interested, almost convinced, but holding back. Two big things make them pause: Is the price right? and What happens if this doesn't work?

Your job at this stage? Make the decision feel safe. Confident pricing. Clear risk reversal. Smooth handling of the inevitable objections.

The key question your ideal customer is asking: *"Am I really ready to buy this?"*

**\*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 Sell Stage Is Leaking:

Some honest signs your Sell stage needs work:

- You get squirmy when potential customers ask about pricing — or you drop your price too easily when they hesitate.
- People say "I need to think about it" and disappear. You never hear from them again.
- You don't offer any kind of guarantee or risk reversal, so buying from you is a leap of faith.
- You answer objections one at a time as they come up, instead of proactively addressing them in your marketing.
- Your sales process feels different every time. No system, no rhythm — just hoping it lands.

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. Get clear and confident about your pricing — and stop apologizing for it.**

Whether your pricing is public or custom-quoted, you need to be able to say your number out loud without flinching. Practice it. Write down WHY you charge what you charge: the value, the result, the outcome. Confidence in pricing is a skill, not a personality trait. You can build it.

### **2. Add risk reversal to your offer.**

Most service businesses don't offer any kind of guarantee, and that's a missed opportunity. A clear guarantee, refund window, or risk-reversal policy removes the biggest hesitation before it even comes up. You don't have to give the farm away. Something simple like a satisfaction guarantee or a "first session and out" trial window can be enough to tip a hesitant buyer into yes.

### **3. Get ahead of the top 3 objections you hear most often.**

Make a list of the three things potential customers say (or think) right before they decide NOT to buy. Then bake the answers into your sales page, your FAQ, your discovery call script, your email follow-ups. Don't wait for them to bring it up. Address it before they have to ask.

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## 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 Sell turns warm interest into actual revenue. Weak Sell means you've done all the hard work of attracting and nurturing — and then watch potential customers walk away at the moment of decision.



## The Bigger Fix (when you're ready):

The Sell stage is one piece of a bigger system. If you want the full roadmap — not just for Sell, 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 potential customers become paying clients, without the sales process feeling pushy or weird. If this PDF resonated, that module is your roadmap. Doors open twice a year. The waitlist 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!