

# Your Marketing Gap Audit Report

**The SUPERSIZE 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 Supersize.

This isn't a verdict — it's a starting point. **Supersize is one of those neglected back-end stages, where loyalty and referrals get built.** That's why fixing this stage tends to move the needle fast. Let's start here.

## What the Supersize Stage Actually Is

Supersize is the stage where your existing customers buy MORE from you. It's the most underrated stage on the entire Trail — and the most profitable. It costs you almost nothing to sell to someone who already trusts you. **And yet most small business owners ignore this stage completely, treating every sale like a one-and-done.**

Your job at this stage? Make it natural for happy customers to take the next step — whether that's a bigger package, an upgrade, a related service, or an ongoing engagement.

The key question your customer is asking: *"What's the next best step for me?"*

**\*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 Supersize Stage Is Leaking:

Some honest signs your Supersize stage needs work:

- Most of your revenue comes from one-time projects or single sales. Almost nobody buys twice.
- You have ideas for upgrades or premium offers, but you've never actually built them out.
- You feel weird about "selling more" to people who just bought from you.
- Happy customers leave, and you never quite figured out what to offer them next.
- Your offers feel disconnected; you sell a few things, but they don't ladder together into a journey.

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. Map out the natural "next step" for someone who's just bought from you.**

What's the obvious continuation of your work? An ongoing version. A bigger package. A related service. An advanced training. Don't invent something brand new — look at what your best customers ALREADY ask for after they finish working with you. That's your supersize offer.

### **2. Tell every new customer about the next step — at the right moment.**

The right moment is usually NOT at checkout (too soon, too pushy). It's after delivery, when they've had a real win with you. A simple email, a wrap-up call mention, a "here's what comes next when you're ready" line in your onboarding. Plant the seed, don't shove the sale.

### **3. Stop thinking of upsells as pushy — start thinking of them as service.**

If you don't offer your happy customers the next step, you're leaving them stuck. Someone else (probably someone less qualified) will help them with what comes next. The upsell isn't a sleazy sales move — it's how you keep serving the people who already trust you.

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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 Supersize increases the revenue you make from every customer you've already worked hard to win. Weak Supersize means you're stuck constantly hunting new customers — instead of growing the ones you have.



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

Supersize is one piece of a bigger system. If you want the full roadmap — not just for Supersize, 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 — including how to grow customer value without feeling pushy or weird about it. 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!