



YOUR FIRST 90 DAYS OF MARKETING CLARITY

A DIY roadmap for sole traders, startups and small teams.

Marketing doesn't have to feel like a never-ending to-do list.

If you're a founder or small team trying to grow your business while also juggling brand, content, comms and "just getting stuff out there", then this roadmap is for you.

At GooseTalk, we help small businesses find clarity, consistency, and confidence in their marketing. This guide gives you a simple structure to follow for your first 90 days (or your next 90, if you're rebooting).

Use it to build strong foundations, get moving in the right direction, and start showing up with a message that sticks.

No fluff. No faff. Just practical steps to help your marketing feel more manageable. **Let's get started.**



LET'S GET STARTED

A quick audit...

Check any of these statements that apply to you right now:

"I keep rewriting the About section of my website."

"My content feels a bit random."

"My content is usually reactive."

"I'm not entirely sure what's working (or how to measure it)."

"I've got lots of tools, but no real process to use them."

"I'm doing it all myself and it's a bit of a scramble."

"I want my marketing to feel easier and more consistent."

If you ticked 3 or more, this roadmap will help bring structure, save time, and reduce the mental load.



YOUR 90-DAY ROADMAP

A simple path to confident marketing.

The 90-day roadmap turns your marketing into three focused months. Simple steps that build momentum without the overwhelm.

Month 1: Foundation

Get clear on your audience, message and goals.

Month 2: Focus

Turn clarity into action with a plan and workflow you can stick to.

Month 3: Flow

Refine, review and keep your marketing moving with ease.

By the end, you'll have a structure that fits your business, your time and your energy.



MONTH 1.

Foundation

It's easy to skip straight to content, but the real clarity comes from slowing down and sorting your message first.

Getting your foundations in place means you'll spend less time rewriting, overthinking, or starting from scratch. A little work now saves a lot of guesswork later.



Write down what you do in one sentence, and then rewrite it without the jargon.



Choose your focus for the next 90 days:

- brand awareness, leads, sales, etc.



Build your basic messaging framework:

- Who you help?
- What problem you solve?
- How you do it differently?



Do a quick audit. What content do you already have that could be reused?



Pick 1–2 channels (e.g., LinkedIn + email) to show up on consistently.

MONTH 2.

Focus

You don't need to do everything. You just need to do enough of the right things, consistently.

A few repeatable actions, aligned to a clear goal, will move you forward faster than sporadic bursts. Simpler processes = more headspace.



Set a goal for each channel (e.g., post 2x/week, send monthly email.



Create a simple workflow: when, what, and how you'll post.



Batch-create 3–4 content pieces based on your framework.



Repurpose: Turn one idea into a post, email, and conversation starter.



Start basic, weekly reporting, tracking:

- reach,
- engagement,
- leads.

MONTH 3.

Flow

Once you know what's working, the goal is to make it easier to keep going. This is where you shift from figuring it out to finding your rhythm.

Refining, streamlining, and even delegating will give you room to grow - without dropping the ball.



Review what's working:

- What felt easy?
- What got engagement?



Tweak your workflow:

- Can you simplify?
- Can you delegate?
- Can you automate?



Create templates for posts, emails, or reports you repeat often.



Identify one thing to hand off:

- Design?
- Scheduling?



Revisit your messaging:

- Is there anything you can sharpen?
- Is there anything you can simplify?



MINI STARTER TOOLKIT

Mini Messaging Prompt:

I help [...] so that they can [...]

Example: I help small businesses sort their messaging so their marketing flows easier.

CTA (Call-to-Action) Prompts:

- Want help with this? Let's talk.
- Need a [...] reset? Book a chat.
- Ready to stop [...]? We're here when you're ready.

Content Ideas:

- What do you say to every new customer?
- What do people assume you do that's not quite right?
- What's one myth you'd love to bust?

Cost-effective Tools to Try:

- Google Docs or Notion (*planning*)
- Canva (*templates*)
- Buffer or Later (*scheduling*)
- ChatGPT (*writing prompts, but don't forget to edit!*)

NEED SUPPORT?

This roadmap gives you the structure to get started, but if it feels like too much to juggle - or you'd rather not go it alone - help is at hand. If you want:

- A custom-built messaging framework
- A 90-day marketing plan that fits your team
- Support turning all this into actual content
- One-to-one support to guide you through this in more detail

Talk to us. Because that's what we do at GooseTalk.

We're not an agency. We're your marketing wingman. Not full-time. Not fixed. Just here when you need us.

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