MYRA JEAN
Creative

Is Your Marketing Actually Leading Somewhere?

A 5-minute check to find where potential clients may be getting stuck

You're posting. You're networking. Maybe people are visiting your website and engaging with your content.

But are they actually moving closer to becoming a client?

Walk through these **five stops** in your marketing path. *Don't overthink your answers*. Check YES, SOMETIMES, or NO for each statement.

1. FIND

Can the right people find you?

I know where my ideal clients are likely to look for the kind of help I offer.

▫ YES ▫ SOMETIMES ▫ NO

I use words they would actually use when searching for what I do.

▫ YES ▫ SOMETIMES ▫ NO

My marketing doesn't depend entirely on me constantly posting something new.

▫ YES ▫ SOMETIMES ▫ NO

If this section feels shaky: You may have a **visibility gap.**

2. UNDERSTAND

Once they find you, do they quickly understand why they should care?

Someone new can quickly tell who I help.

▫ YES ▫ SOMETIMES ▫ NO

They can understand the problem I help solve without knowing industry jargon.

▫ YES ▫ SOMETIMES ▫ NO

My website, social profiles and content tell a consistent story about what I do.

▫ YES ▫ SOMETIMES ▫ NO

If this section feels shaky: You may have a **message gap.**

3. MOVE

Do they know what to do next?

My posts usually have a clear purpose beyond getting views or engagement.

▫ YES ▫ SOMETIMES ▫ NO

When someone becomes interested, I give them an obvious next step.

▫ YES ▫ SOMETIMES ▫ NO

That next step makes sense based on where they are—not just where I want them to go.

▫ YES ▫ SOMETIMES ▫ NO

If this section feels shaky: You may have a **next-step gap.**

4. TRUST

Have you given them enough reason to keep going?

My marketing helps people understand how I think or how I can help.

▫ YES ▫ SOMETIMES ▫ NO

I answer the questions or concerns someone may have before working with me.

▫ YES ▫ SOMETIMES ▫ NO

There is evidence that helps a potential client feel confident taking the next step.

▫ YES ▫ SOMETIMES ▫ NO

If this section feels shaky: You may have a **trust gap**.

5. ACT

When they're ready, have you made it easy?

It's obvious how someone can work with me.

▫ YES ▫ SOMETIMES ▫ NO

They don't have to hunt for a booking link, contact form or other next step.

▫ YES ▫ SOMETIMES ▫ NO

I've personally tested the path from finding me to contacting or booking me.

▫ YES ▫ SOMETIMES ▫ NO

If this section feels shaky: You may have a **conversion gap.**

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Now, Find Your Gap

You don't need perfect scores.

Look back through your answers.

Where did you have the most SOMETIMES or NO answers?

That's where I'd start—not by posting more, joining another platform or rebuilding everything.

Your first gap is: FIND / UNDERSTAND / MOVE / TRUST / ACT

One thing I could improve there:

One last question...

Could a potential client get from finding your business to taking the next step without you there to explain what they're supposed to do?

▫ Yes
▫ I'm not sure
▫ Probably not

If you chose I'm not sure or Probably not, that's worth investigating.

Want another set of eyes on it?

My complimentary Post-to-Client Gap Call is designed to help us look at where potential clients may be getting stuck and identify one practical adjustment you can test.

BOOK YOUR POST-TO-CLIENT GAP CALL

Myra Jean Creative
Practical marketing guidance to help the right people find, understand, and choose your business.