CHAPTER 3 · MARKETING STRATEGY

The four-lever check

There are only four places the next dollar of growth can come from, and they multiply. Put a realistic number on each before you decide where the budget goes, then look at your company from the buyer's side.

01 The four levers

LEVER	TODAY	REALISTIC IMPROVEMENT	WHAT THAT'S WORTH IN DOLLARS
Real leads a year			
Of every 10 real leads, how many you win			
What a new customer is worth			
Revenue you keep year to year			

Most budgets go to the first lever. It's the most visible, and usually the most expensive.

02 The four groups you already own

GROUP	ROUGHLY HOW MANY	WHAT YOU'LL SEND THEM, AND WHEN
Past customers who haven't bought in a year or more		
Quotes that went quiet without a no		
People who asked, downloaded or signed up and never heard back		
Customers who buy one thing and qualify for a second		

03 Leaks to fix right away

Broken tracking, ad spend going to the wrong place, a step where good leads go cold.

IF NOBODY CAN SAY — If nobody can tell you how many people are in each group, **that's your first project.**

CHAPTER 3 · MARKETING STRATEGY · CONTINUED

The four-lever check

04 Your journey map

Fill it in from five recent customers, not from memory.

STEP	WHAT THEY'RE DOING	WHAT THEY'RE THINKING	WHERE IT BREAKS
01 They notice the problem			
02 They look for help			
03 They check you out			
04 They reach out			
05 They decide			
06 They become a customer			
07 The first 90 days			
08 They tell a friend			

Rename the steps to fit how your customers really buy. If you sell to two very different buyers, make two maps.

CHAPTER 3 · MARKETING STRATEGY · CONTINUED

The four-lever check

05 Walk it yourself

On your phone, as a stranger.

People who visit your website in a month	
How many of them reach out If nobody can tell you, put that on the list too	
Your homepage's mobile score Google PageSpeed Insights	
How long your test inquiry took to get a reply	
What you noticed as a stranger Searching, reading the site, reading the reply	

06 Call three customers who left

In the last year

CUSTOMER	WHAT HAPPENED	THE STEP WHERE IT WENT WRONG

YOUR FIX LIST

Add each broken step to your map. **Those are the first rows of your fix list,** and most of them cost less than another campaign.