



WORKBOOK

A full Marketing Audit in 3 Steps

Designed to diagnose your pitfalls, identify your strengths, and tune up your marketing in an afternoon.

RACHAELEIGH.COM





What to expect from *this guide*

Inside these pages, you'll find an opportunity and a resource to answer the question: *Are my current marketing efforts as effective and impactful as they could be?*

This workbook contains a three-step process: Gather, Audit, Analyze. Including a checklist that tells you everything you should gather, prompts and explanations of what to look for in your audit, and questions to help you interpret the data you'll gather.

The goal is for you to leave with a practical plan for refining your marketing efforts to reach your dream clients and play to YOUR strengths. It's time to market off the hustle hamster wheel, you ready?





FIRST, A DEFINITION

What *is* Marketing?

The activities (practices) a company undertakes to promote the buying or selling of a product or service.

Really though - marketing is sharing.

Sharing the solution your business provides with those who need it.



"Marketing is the generous act of helping others become who they seek to become. It involves creating honest stories—stories that resonate and spread." — Seth Godin

INITIAL THOUGHTS

How's Your Marketing?

Look at the areas below and rate yourself between 1-10 in each category.

How close are you to having a marketing plan firmed up and where you want it?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

I'M SO LOST

WELL-OILED MACHINE

Do you feel like your marketing currently aligns with your values?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

NOT AT ALL

OH, 100%

How confident are you when it comes to marketing from your brand?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

NOT VERY

EXTREMELY

How well is your ideal client receiving/resonating with your content?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

NOT VERY

EXTREMELY



STEP ONE

GATHER

LETTTSSSS GO

Time to Audit, Here's How

1. **Load up a good selection of the marketing you've done over the last 3-6 months.** Think IG and other social feeds, email newsletters, lead magnets, blog content, YT videos, etc.

2. Pull out a notepad, set a timer for 20 minutes, and take a scroll through all those tabs with the eyes of your ideal client.

Try your hardest to think objectively and go at it with the intent to pick up on themes & patterns, consistency, things you do well, what's received well, and things that need some work.

3. Once you've taken your initial notes, use the prompts provided on the next few pages as a guide to **analyze your findings further.**

Here's What You'll Be Needing

Time to load up a solid selection of the marketing
you've put out over the last 3-6 months.

Use the checklist below for reference.

- ☐ *Your Website*
- ☐ *Email newsletters*
- ☐ *Lead Magnets/Opt-ins*
- ☐ *IG & other social feeds*
- ☐ *Blog posts*
- ☐ *YouTube videos (if applicable)*
- ☐ *Any other content marketing not listed*



STEP ONE

AUDIT

<i>Ask</i>	<i>Why is this important?</i>
<p>Is there a memorable brand? (<i>Colors, fonts, imagery, logos, messaging, etc.</i>)</p>	<p>A cohesive, strategic brand breeds recognition and makes you look more professional. Therein building trust and establishing your authority because you get the opportunity to both look official but also prove that to be true with your content, work and client experience.</p>
<p>Are there <i>noticeable</i> themes and/or patterns in your content? (note them)</p>	<p>We remember what we repeat. So, repetition isn't boring, it's strategic. The core messages of your brand should be reiterated often so that both loyalists and your target audience will be able to comprehend who you are, what you offer, and what you're about with ease because you repeat yourself often.</p>

<i>Ask</i>	<i>Why is this important?</i>
<p>Have you been <i>consistent</i> in your marketing?</p>	<p>First. Consistency and frequency are not interchangeable. Posting 5x a week on IG doesn't guarantee you're consistent. It's better to be consistent in the caliber and value of content than sacrificing quality for quantity. Quality is more likely to lead to building trust and showing off your expertise to draw in those dream clients.</p>
<p>Is what you do and offer <i>crystal clear</i> to your readers?</p>	<p>You've got about .05 seconds to snag someone's attention online. Looking at all your marketing efforts combined, have you made it really clear who you are, what you offer, and how you serve your people? Sometimes the most effective marketing is the simplest.</p>

<i>Ask</i>	<i>Why is this important?</i>
Does your marketing sell your expertise?	If you're not showing off your expertise and speaking from your authority, you're likely blending into the sea of competitors
Is your marketing <i>converting</i> to sales?	Simple, you need clients and conversions to keep your business going. Marketing is designed to bring leads in contact with your business, dropping them into a funnel that ideally leads to a whole host of new clients and customers. If your marketing isn't generating leads and sales, it'll [likely] leave your business dying on the vine.

<i>Ask</i>	<i>Why is this important?</i>
<p>How often do you include <i>clear CTAs</i>?</p>	<p>One reason you may not be converting the browsers who encounter your content is that you're not telling them HOW. We can't expect people to automatically know how to interact with us or buy from us, we gotta tell 'em. Not all the time, but the 'ole serve, serve, give, formula is a good place to start.</p>
<p>Do you love the marketing and content that you've been putting out?</p>	<p>Content marketing is typically most effective when it's infectious, something created with confidence from your genius because it plays to your unique strengths rather than being a tyrannical task that you dread doing.</p> <p>In short, if you hate it then it's time to switch up how you market. Market in a way that works for your business, plays to your strengths, aligns with your values, and taps into your genius AND resonates with YOUR audience. Do that and it'll be genuine. Your target audience values for genuine.</p>

<i>Ask</i>	<i>Why is this important?</i>
Is it <i>resonating</i> with your target audience?	<p>Resonating often translates to some sort of action. And can be measured in saves, comments, likes, DMs, etc. This helps you gauge how to share more of what your target market wants or needs to hear.</p>
Is what you've been doing <i>sustainable</i> ?	<p>Sustainable marketing is the sexiest. We rise and fall to our systems, so you must ask yourself. Is the marketing you've been doing sustainable even when your capacity is fuller than the current moment?</p> <p>If not, trim the fat. Figure out, what marketing efforts are the lifeblood of your business. Then plan backward from there.</p>



STEP THREE

ANAYLZE

NOW IT'S TIME TO

Interpret That *Data*

All those notes you just took, that's data. And it won't do you any good unless you take some time to translate it into *actions, adjustments, and understanding*.

So, grab those notes.

Turn on your discernment and ask yourself these four questions (*there's a space to answer them on the next page as well*).

- What have I learned about myself and how I market through this audit?
 - What do I do well? (strengths)
 - Are there any pitfalls or weaknesses I need to address?
- What adjustments can I make to my current marketing to make it more effective and sustainable?
- Are there any resources I should buy to improve my understanding and systems or to make my marketing more impactful?
- In light of my findings, are there things in my marketing plan and goals that I should edit, delete, or add?

<i>Ask</i>	<i>Answer</i>
What have I learned about myself and how I market through this audit?	<i>What do I do well? (strengths) Are there any pitfalls or weaknesses I need to address?</i>
What adjustments can I make to my current marketing to make it more effective and sustainable?	
Are there any resources I should buy to improve my understanding and systems or to make my marketing more impactful?	
In light of my findings, are there things in my marketing plan and goals that I should edit, delete, or add?	

Extra Notes:



HEYO, I'M RACHAEL

A Brand Photographer & Coach *for Creatives*

I partner with you to build a standalone brand that affords you a life you adore and a lasting foundation for your business to stand on.

Because in order to serve the people you want to serve, you must first be seen. And to be seen, you have to show up — differently and consistently.

You'll be needing the right tools and strategies to do all that, and that's where I come in.



More at rachaelleigh.com



A photograph of a person's hands holding an open notebook. The left hand is on the left page, and the right hand is on the right page. The right page has handwritten notes in blue ink. The notes are: "• finding an understanding compass", "based on self", "using many social problems", "drawing the judgement", "only something in itself", "being like and a", "being like an influence", "looking at hands/pods/captains", "what that and a man", "being you". The notebook has lined pages and a dark cover. The background is a plain, light-colored surface.

• finding an understanding compass
based on self
using many social problems
drawing the judgement
only something in itself
being like and a
being like an influence
looking at hands/pods/captains
what that and a man
being you

Think of it as a permission slip to finally get off the hustle hamster wheel and do marketing (+ countless more) on your own terms.

Applications are set to open the last week of September and courses begin on the first of October.

Put your name on the waitlist and let's get you that biz & life by-your-design even faster.

<https://rachaelleigh.com/brand-plan-waitlist>

A collection of four notebooks and a set of pens. The notebooks are in black, white, dark grey, and light grey. The white notebook is the largest and is positioned in the center. The black notebook is in the bottom left, the dark grey one is in the top left, and the light grey one is in the bottom right. The pens are in the top left corner. The notebooks have the text 'FULL-ODDY PANNER' on their covers.