

Caroline

Smart Marketing Quick Wins Toolkit



Message Clarity Snapshot



Filled Example

Sections:

- I help: (Who you help + core problem + desired outcome)

I help mid-life founders who feel inconsistent and overwhelmed by their marketing become confident, clear, and consistent so they can grow without burning out.

- What they struggle with: (3–5 key frustrations)

- Not knowing what to say
- Inconsistent posting
- No clear offer messaging
- Feeling behind or “bad at marketing”

- My 3 repeatable talking points: (Core ideas you repeat everywhere)

1. You don't need more tactics; you need message clarity.
2. Consistency comes from simplicity, not pressure.
3. Confidence grows when you have a system you trust.

- My value promise: (What improves because of your work)

Marketing becomes calmer, clearer, and more effective.

- Proof signals: (Experience, credentials, results, stories)

- 12 years experience
- Multiple clients doubling leads with simple frameworks
- MA in progress
- Real-world campaigns + in-house background
- Repeatable results

- What they think they need vs what they actually need:

- They think they need:
More content ideas.

- They actually need:
Clear messaging + a simple weekly system.

Message Clarity Snapshot



Template Outline

Purpose: Help you articulate what you do clearly in simple, repeatable language.

Sections:

- I help: (Who you help + core problem + desired outcome)

- What they struggle with: (3–5 key frustrations)

- My 3 repeatable talking points: (Core ideas you repeat everywhere)

- My value promise: (What improves because of your work)

- Proof signals: (Experience, credentials, results, stories)

- What they think they need vs what they actually need:

• They think they need:

• They actually need:



Offer Clarity Snapshot

Filled Example

Sections:

- Offer name:

The Consistent & Confident Marketing Coaching Program

- Promise: (What result/benefit they can expect)

Get consistent, confident, and strategic with your marketing in 12 weeks.

- Mechanism: (How it works – calls, sessions, format, method)

Weekly 1:1 calls + templates + accountability + simple systems.

- Ideal client: (Who this is really for)

A mid-life founder running a service-based business who is capable but inconsistent.

- Transformation (before → after): (Short before/after description)

Before: Scattered, posting randomly, unsure what to say.

After: Clear message, simple plan, consistent marketing, more leads.

- Top 5 objections + responses:

1. "I'm not good at marketing." → You don't need to be; you need structure.
2. "I don't have time." → We focus on minimum effective actions.
3. "I've tried before." → This isn't tactics; it's systems + accountability.
4. "I hate feeling salesy." → We lean on clarity, not pressure.
5. "Will this work for my niche?" → It works because we tailor everything.

- How to buy:

1. Book a call.
2. Review the roadmap together.
3. Start the first week with the clarity templates and a simple plan.



Offer Clarity Snapshot

Template Outline

Purpose: Make your offer simple, compelling, and easy to buy.

Sections:

- Offer name:

- Promise: (What result/benefit they can expect)

- Mechanism: (How it works – calls, sessions, format, method)

- Ideal client: (Who this is really for)

- Transformation (before → after): (Short before/after description)

- Top 5 objections + responses:

- How to buy:



Customer Journey + Visibility Flow Map



Filled Example

Stages:

1. Visibility – They’ve never heard of you.

- Where they are:
- Your visibility levers: (Platforms, frequency, formats)
- Content focus: (Simple topics that introduce you)

2. Curiosity – They’ve seen you once or twice.

- Where they are:
- Your actions: (Posts that make them think “tell me more”)
- Content focus: (Common mistakes, myths, insights)

3. Trust – They’re quietly watching.

- Where they are:
- Your actions: (Proof, behind-the-scenes, transparency)
- Content focus: (Testimonials, case studies, your method)

Customer Journey + Visibility Flow Map



Filled Example

Stages:

4. Clarity – They are considering.

- Where they are:
Considering working with you.
- Your actions: (Explain your offer clearly)
Explain your 12-week coaching program, what's included, who it's for and not for, and what results are realistic.

5. Conversion – They're ready to decide.

- Your actions: (CTAs, invites, simple next steps)
Weekly clear CTA – "DM me the word CLARITY for details"; simple link to book a call; reminder in your bio and highlights.

6. Loyalty – They've bought.

- Your actions: (Onboarding, delight, follow-up)
Send a recap after each session, celebrate client milestones publicly (with consent), and invite happy clients to refer a friend with a simple script.

Customer Journey + Visibility Flow Map

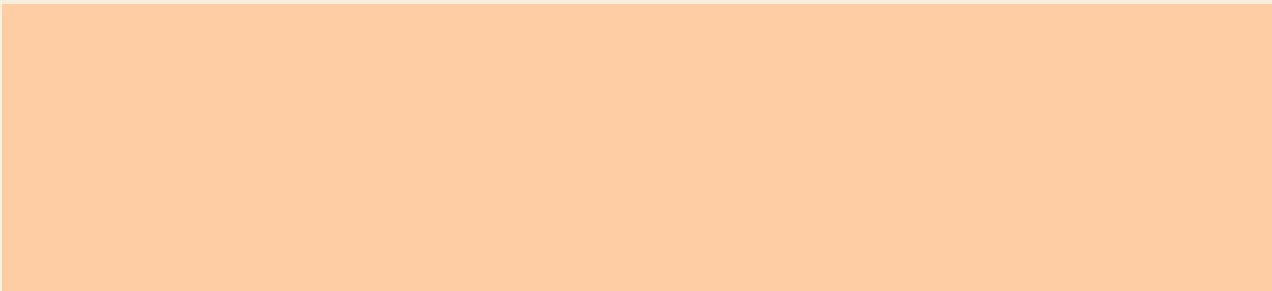


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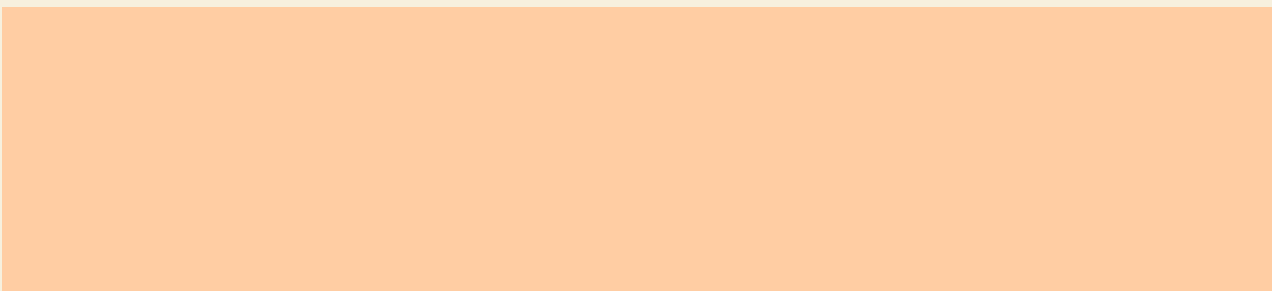
Purpose: See clearly how strangers become buyers and where your marketing is leaking.

Stages:

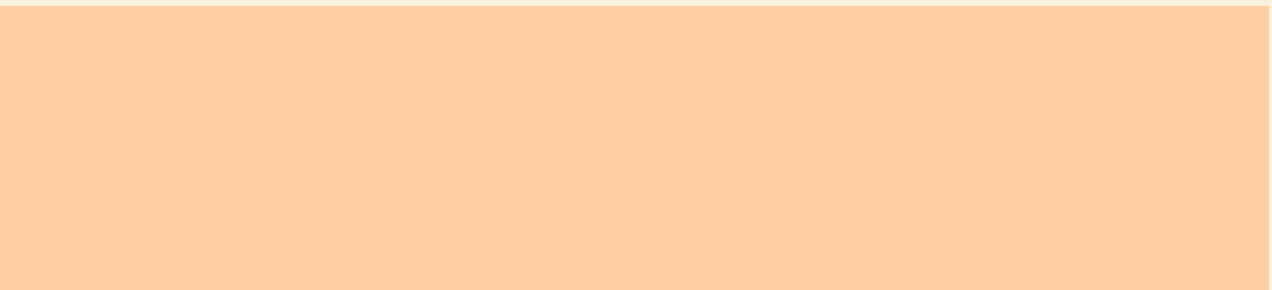
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Customer Journey + Visibility Flow Map

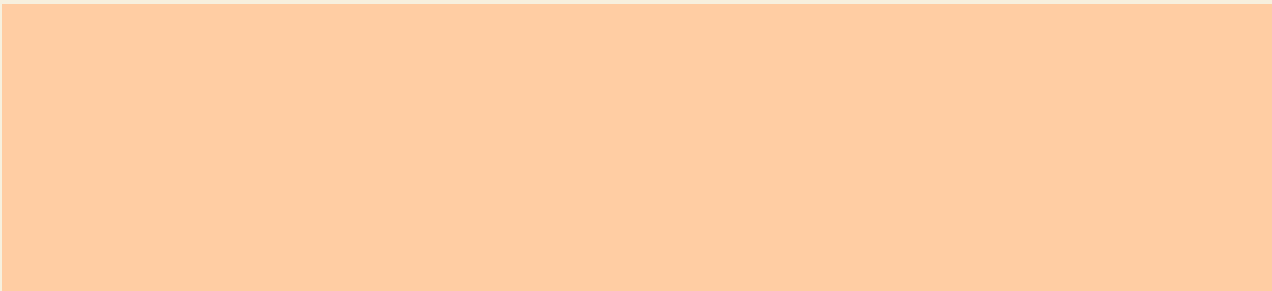


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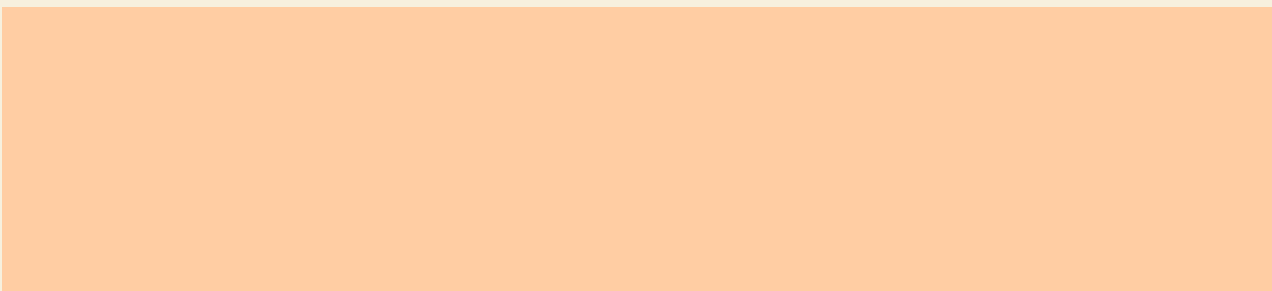
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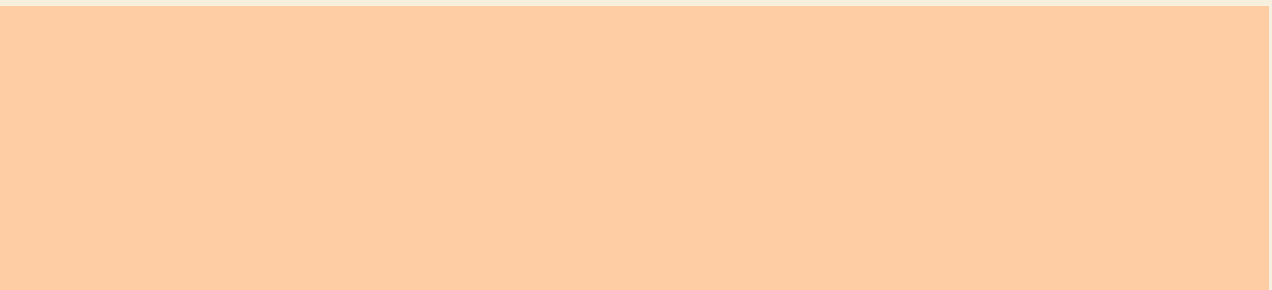
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3. Trust – They’re quietly watching.





Weekly Posting Planner

Filled Example

Purpose: Remove the “what do I post?” panic and keep you consistent.

Platform(s): LinkedIn + Instagram

Week of: Week of: 10–16 March

Post 1 – Authority:

Topic: 3 signs your marketing problem is actually a messaging problem.

Format: Text post on LinkedIn, carousel on Instagram.

Call to action: “Comment MESSAGE if this hits and I’ll send you a simple clarity prompt.”

Post 2 – Relatability/Story:

Story: “I used to rewrite posts 12 times before hitting publish. Here’s what finally changed.”

Point/takeaway: Imperfect but consistent beats perfect and invisible.

Call to action: “Share this with a founder friend who overthinks their marketing.”

Post 3 – Offer/Promotion:

Offer focus: 12-week Consistent & Confident Marketing Coaching.

Key benefit: Clear message, simple plan, consistent marketing.

Call to action: “DM me CLARITY for the details or to see if it’s a fit.”

“Bad day” backup posts:

Simple post idea 1: A selfie + “One thing I’m reminding myself about marketing this week...”

Simple post idea 2: A screenshot of a client win + one sentence on how it happened.



Weekly Posting Planner

Template Outline

Purpose: Remove the “what do I post?” panic and keep you consistent.

Platform(s):

Week of:

Post 1 – Authority:

Topic:

Format:

Call to action:

Post 2 – Relatability/Story:

Story:

Point/takeaway:

Call to action (optional):

Post 3 – Offer/Promotion:

Offer focus:

Key benefit:

Call to action:

“Bad day” backup posts:

Simple post idea 1:

Simple post idea 2:



Signature Story Builder

Filled Example

Purpose: Create a core story you can reuse in posts, talks, and sales.

Sections:

Before: (What life/business looked like)

I spent years in marketing roles, constantly drowning in new tactics and trends. Every week felt like I was reinventing the wheel, and my own marketing was inconsistent at best.

The moment of shift: (What sparked change)

One day, after yet another “new strategy” webinar, I realised the problem wasn’t my skill or effort. It was that I had no simple system to anchor everything.

What wasn’t working: (Struggles, mistakes, frustrations)

I overthought every post, tried to be everywhere online, and burned energy on tactics that weren’t connected to any real strategy.

What changed: (What you did differently)

I stripped everything back to a few simple frameworks: message clarity, a minimum weekly marketing standard, and a realistic content plan. Suddenly, marketing started to feel calm and repeatable.

What you learned: (Key insight)

Founders don’t need more hacks. They need clarity, confidence, and rhythm — a small set of tools they trust enough to use consistently.

Why this matters for your clients: (How it helps them)

If your marketing feels messy and overwhelming, it doesn’t mean you’re bad at it. It means nobody has shown you a simple way. That’s exactly what my coaching and resources are designed to fix.





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What wasn't working: (Struggles, mistakes, frustrations)

What changed: (What you did differently)

What you learned: (Key insight)

Why this matters for your clients: (How it helps them)





5-Minute Funnel Audit

Filled Example

Purpose: Quickly spot where your marketing is leaking.

Checklist (rate each area: Strong / Okay / Needs work):

Message clarity:

Strong – my bio and posts clearly say who I help and how.

Offer clarity:

Needs work – my offer description is a bit wordy and full of jargon.

Trust signals visible: (testimonials, case studies, proof)

Needs work – I have testimonials but they're buried in old posts and not highlighted.

Content gaps: (are you only posting one type of thing?)

I'm posting mainly tips, but not enough stories or clear invitations to work with me.

CTA clarity: (is the next step obvious?)

Too many options – sometimes I say “join my newsletter”, “DM me”, and “click the link” in the same week without focus.

Buying pathway: (do people know HOW to buy?)

Unclear – there isn't one simple “here's how to work with me” explanation anywhere.

What are 1–3 quick fixes you can make this week?

1. Create a “How to Work With Me” highlight on Instagram and a pinned post on LinkedIn.
2. Share 2 client wins (with permission) and save them to a ‘Client Results’ highlight.
3. Use a single primary CTA for the next two weeks: “DM me CLARITY to talk about working together.”



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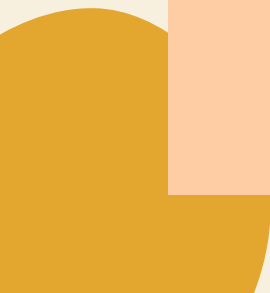
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Content gaps: (are you only posting one type of thing?)

CTA clarity: (is the next step obvious?)

Buying pathway: (do people know HOW to buy?)

What are 1–3 quick fixes you can make this week?



Accountability Map

Filled Example

Purpose: Create a simple, realistic weekly action plan you can actually stick to.

Sections:

This week's 3 non-negotiables:

- 1 visibility action: Post 3 times on LinkedIn.
- 1 connection action: Leave 10 thoughtful comments on ideal clients' posts.
- 1 conversion/sales action: Include a clear CTA in one post on Friday.

Weekly tracking grid:

- Days of the week with checkboxes or space to mark progress.

Mon: post + 3 comments

Tue: comments only

Wed: post + 4 comments

Thu:

Fri: CTA post drafted but not yet published

'If all else fails' plan:

- The bare minimum you'll still do, even in a rough week.

Post one authority story and one simple CTA by the end of the week.

Permission slip:

- A sentence that gives you permission to be imperfect but consistent.

"It's okay if this is messy. Progress beats perfection every time."



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Permission slip:

- A sentence that gives you permission to be imperfect but consistent.

Minimum Marketing Standard



Filled Example

Purpose: Define a realistic baseline for your marketing so you stay in motion even on busy weeks.

Weekly minimum content:

Number of posts, emails, or touchpoints.

2 posts on LinkedIn or Instagram.

Weekly minimum visibility:

Comments, collaborations, or appearances.

5 meaningful comments on ideal clients' posts.

Weekly minimum connection:

DMs, calls, or personal check-ins.

2 short DM conversations (checking in, following up, or starting a chat).

Weekly minimum sales activation:

Number of clear CTAs or invites.

1 clear CTA to work with me (in a post, story, or email).

Optional stretch goals:

Extra actions you'll take if you have more capacity.

- Go live for 15 minutes on Instagram or LinkedIn.
- Create one carousel summarising a recent client win or lesson.
- Write one email to my list expanding on a popular post.

Time estimate:

Rough minutes per task so you can see it really is doable.

- 2 posts: 30–40 minutes total.
 - 5 comments: 10–15 minutes.
 - 2 DMs: 10 minutes.
 - 1 CTA: included in a post.
- Total: around 60 minutes for the whole week.

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Weekly minimum sales activation:

Number of clear CTAs or invites.

Optional stretch goals:

Extra actions you'll take if you have more capacity.

Time estimate:

Rough minutes per task so you can see it really is doable.