

The 1-Page Marketing Reset

A simple clarity tool for small businesses & solopreneurs

Feeling overwhelmed by marketing? If everything feels noisy, scattered, or harder than it needs to be - this reset is a place to pause.

This isn't a strategy guide. It's a simple way to slow down, regain clarity, and decide what actually matters right now.

I use this exact reset whenever marketing starts to feel heavy or confusing.

THE MARKETING RESET

Before you post, plan, or add another tool - answer these three questions.

01 What am I actually trying to achieve right now?

Not everything. Not long-term goals.
Just this season, this month, or this phase.

Write one clear objective:

02 Who am I trying to reach first?

Not everyone. Not all possible customers.
One real group you want to connect with right now.

Describe them in one sentence:

03 What's the simplest way to communicate this?

Before adding more content, platforms, or ideas -
what is the clearest, most direct message you could share?

Write it out simply:

THE SUSTAINABILITY CHECK

Before committing to any marketing activity, ask:

- Can I realistically repeat this when life gets busy?
- Does this require performance - or just showing up clearly?
- Will this still work if I miss a week?

If the answer is no - re-evaluate. It's probably not sustainable. And that matters.

Marketing doesn't need to be louder to work. It usually needs to be clearer.