



# **STOP Wasting Money on Marketing!**

Introducing ....

***The \$100K Marketing Gap Scorecard***

# STOP Wasting Money on Marketing!

## The \$100K Marketing Engine Scorecard

One of the most critical keys to building a profitable & sustainable business is being able to build a marketing engine – one that generates makes you money, whether it's \$100K annually, quarterly or even daily. Your choice.

But many business owners find marketing frustrating and overwhelming because, frankly they are being taught marketing the wrong way!

Marketing is a multi-faceted ecosystem – an engine with at least 10 individual yet intertwined parts. If one part is absent or isn't optimize, the whole engine fails. It no longer generates leads, drives sales or fuels growth.

But where to start...

Welcome to the **Work Less PROFIT More** \$100K Marketing Gap Scorecard that will help you determine the EXACT gaps in your marketing engine so you know EXACTLY where to focus your time, money and energy today!

This \$100K Marketing Gap Scorecard will evaluate your marketing across 10 core areas that must be mastered if you want to STOP wasting money on marketing and finally start making money from your marketing efforts!

For each of the statements, simply score yourself:

- 0 - nope, haven't done it**
- 1 – somewhat**
- 2 – hell yes – well done**

Then doing some simple math (I know you can add a couple of zeros and twos!), you'll be able to see where you should focus if you want to grow & scale your business without the hustle!

What you should do with your results?

1. **Skim them over** to see how you ranked on each area.  
This gives you an overview of your business's ecosystem

2. **Look at your best score.** This is where you're thriving and what you should continue to lean into as you grow your business. This is also a great time to celebrate what you're doing well.
3. **Identify your core focus areas.** We suggest looking at your two lowest scoring sections and staying focused on those. If you're wondering where your blind spots are or where to allocate resources – these two sections are it.
4. **Dive deeper into each core focus area.** Take note of the statements with scores of 0 to reflect, prioritize and develop personal growth strategies.

Let's dive in!

## **STOP WASTING MONEY ON MARKETING**

Instead – make money from your marketing efforts!!!

*This scorecard will assess your marketing across 10 core areas that must be mastered so you can do more of what you love, earn a sh\*t ton of money and have the freedom of enjoy your family and friends!*

### **Score yourself:**

**0 - nope, haven't done it**

**1 – somewhat**

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#### **1. Core values, mission, vision**

Our company uses our values, mission & vision as a filter for all our decisions \_\_\_\_\_

Each team member can list our top 5 values. \_\_\_\_\_

#### **2. Very Best Client (VBC) description**

We understand who the very best & most lucrative clients are for our business and we know exactly how to reach them without wasting time or money \_\_\_\_\_

#### **3. 2am problem**

We know the number 1 problem (or desire) that we solve for our VBC and we focus our money, energy & time on providing that solution \_\_\_\_\_

**4. Messaging**

Our marketing messaging is laser focused, speaks to our VBC's core desires and consistently attracts at least 3 ideal potential clients each week.

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**5. Visible Brand**

Our logo, business name, colors and tagline speak directly to our VBC & is aligned with our core values

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**6. Market Position**

We know exactly how we are different in the market place and every employee can easily explain how we stand out.

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**7. Million Dollar Offer**

We have a no brainer offer for our VBC to purchase so That we can earn multiple 6 – 7 figures easily.

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We have a Primary Core offer that is a proven seller, and It delivers great results for our VBC.

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We have a secondary offer that is a proven seller and it delivers great results for our VBC who wish to continue working with us after they complete their Primary Offer.

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**8. Lead generation –**

We have a repeatable & sustainable method to generate new leads that is aligned with our Primary Offer and attracts at least 12 ideal potential clients each month.

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We have an effective system for cultivating leads that is designed to help develop the trust and credibility necessary to close more sales.

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**9 Sales process**

We have a sales process that consistently converts qualified leads into clients and this process ensures that we close the sale at least 60% of the time.

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**10. Follow up**

Fortune is in the follow-up and we have a system to follow up with potential clients that has at least 10 touchpoints.

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## Other necessary systems:

### 11. Strategic Planning

We have a simple 90 day marketing plan that moves our VBC through a 90-day cycle.

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### 12. Team

As the CEO, I have a support team to delegate to, and trust them to implement new ideas and decisions as I grow & scale this business,

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### 13. Operations

We have documented procedures for all marketing and business processes so that the team can implement them without my input & assistance.

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**TOTAL**

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## READY TO FINALLY MAKE MONEY FROM YOUR MARKETING?

Book your Make More Money Session

[www.dianalidstone.com/mmm-call](http://www.dianalidstone.com/mmm-call)

In less than 30 minutes, we'll uncover the gaps in your \$100 Marketing Engine & outline a Make More Money Marketing Strategy so that you will finally be making money, getting clients and fueling your business growth from your marketing efforts!



*Diana Lidstone*

*After more than four decades in business and working globally with coaches, consultants, and other service-based experts, Diana Lidstone has supported thousands of small business owners accelerate growth and explode profits. Her work embodies #worklessprofitmore!*

*She is an award-winning, sought-after business and marketing strategist known for her straight talk, no BS approach and her clients results. She is a best-selling author, international speaker and podcast host. Her podcast, Work Less PROFIT More contains business strategies & interviews to help lawyers, accountants, financial advisors and other experts experience more joy, profit and freedom in their business.*

*Diana and her husband have recently moved to a small farm in Ontario where she is often found walking her dog, playing with her grandson and drinking champagne (not at the same time)!*

*In 2024, Diana was chosen as a finalist for the Ottawa Business Woman of the Year Award.*

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