GROWTH WITH TRACY · FREE WORKBOOK

The Digital Marketing Check-up

Find what's holding your digital marketing back, and what to fix first, in about an hour.

Tracy Abyfrem
Digital Growth Strategist · @growthwithtracy

© 2026 · growthwithtracy.com

BEFORE YOU START

How to use this workbook

This workbook walks you through five areas of your digital marketing and helps you find the weakest one, so you know where to put your time and money next.

01	02	03	04	05
Offer clarity	Audience fit	Profile and first impression	Content direction	From interest to customer

What you'll need

About 60 minutes, your Instagram profile open, and honest answers. Nobody sees this but you.

What you'll leave with

Your score in each of the five areas, your weakest area clearly flagged, and the first fix to make in the next 30 days.

How scoring works

Each area has five statements. Score each one from 1 to 5:

1	2	3	4	5
Not true at all	Rarely true	Partly true	Mostly true	Completely true, and I could prove it

Add up the five scores for each area (out of 25). Don't aim for a high score. Aim for an accurate one: the point is to find the gap, not to feel good.

> **Tip:** if you're unsure between two scores, pick the lower one. When a foundation is truly strong, you usually know it.

AREA 1 OF 5

01 Offer clarity

Can people quickly understand what you sell, who it's for, and why it's worth it?

If this area is weak, even great content won't convert, because people like the post but don't know what to buy.

	STATEMENT	SCORE 1–5
1.1	I can explain what I sell and who it's for in one sentence, without using the word "quality"	☐
1.2	My main product or service is obvious within 5 seconds of landing on my profile	☐
1.3	I know which one or two offers bring in most of my revenue, and I promote those most	☐
1.4	My prices are easy to find or easy to ask about, and I'm comfortable talking about them	☐
1.5	I can name what makes me a better choice than my closest competitor, beyond price	☐
	Area 1 total	☐ / 25

Fix first

5–12

Common problem: Too many offers promoted equally, so nothing stands out.

First fix: Pick your one "hero" offer for the next 30 days. Put it in your bio, pin one post about it, and mention it at the end of most posts.

13–19

Common problem: The offer is clear to you but described in vague words ("premium", "best service", "quality").

First fix: Rewrite your one-sentence description using a customer's words. Look at your last 10 DMs or reviews and borrow the phrases people actually use.

20–25

This foundation is solid. Keep it that way by revisiting your hero offer every season.

WRITE IT HERE

My one-sentence offer is...

AREA 2 OF 5

02 Audience fit

Are you talking to the people who actually buy from you?

If this area is weak, you may grow followers who never become customers.

	STATEMENT	SCORE 1–5
2.1	I can describe my best customer in detail: age range, area, what they care about, why they buy	☐
2.2	My followers are mostly people who could realistically buy from me (right city, right budget)	☐
2.3	I know the top 3 questions customers ask before they buy	☐
2.4	I know the main reasons people hesitate or don't buy (price, trust, timing, distance)	☐
2.5	My content speaks to my best customer, not to everyone	☐
	Area 2 total	☐ / 25

Fix first

5–12

Common problem: Digital marketing aimed at "everyone", so it lands with nobody.

First fix: Look at your last 20 paying customers. What do most of them have in common? Write that down as your best-customer profile and plan the next month for them only.

13–19

Common problem: You know your customer, but the content doesn't answer their real questions or doubts.

First fix: Turn the top 3 pre-purchase questions and the top 2 hesitations into five posts. These are often the posts that sell most.

20–25

Strong foundation. Refresh your list of customer questions every few months, as they change.

WRITE IT HERE

My best customer is… and the question they ask most is…

AREA 3 OF 5

03 Profile and first impression

When a new person lands on your profile, do they trust you and know what to do next?

Your profile is your shop window. If it's weak, every reel and ad sends people to a door that doesn't open.

Before scoring, open your profile on your phone and look at it as a stranger would, for 10 seconds.

	STATEMENT	SCORE 1–5
3.1	My bio says what I do, who it's for, and where I am (or where I deliver)	☐
3.2	My bio has one clear next step: a link, WhatsApp, or booking, not five options	☐
3.3	My highlights answer the basics: offer, prices or menu, reviews, location, how to order	☐
3.4	My top 9 posts look like the same brand and show what I sell	☐
3.5	There's visible proof: reviews, client results, or customer photos, from the last 3 months	☐
	Area 3 total	☐ / 25

Fix first

5–12

Common problem: A bio written for the business owner, not the visitor (slogans, emojis, no next step).

First fix: Rewrite your bio in three lines: what you do and for whom, one reason to trust you, one clear action. Then pin your three strongest posts.

13–19

Common problem: The basics are there, but proof is missing or out of date.

First fix: Create or refresh a "Reviews" highlight this week. Ask five recent customers for a short message or photo you can share.

20–25

Your shop window works. Check it once a month with fresh eyes, or ask a friend who doesn't know your business.

WRITE IT HERE

My new three-line bio is…

AREA 4 OF 5

04 Content direction

Does your content have a purpose, or is it made day to day?

If this area is weak, you'll feel busy and still see little change, because posts aren't building toward anything.

	STATEMENT	SCORE 1–5
4.1	I have 3–4 clear content themes, and I know what each one is for (trust, education, sales, personality)	☐
4.2	I plan at least a week ahead, instead of deciding what to post on the day	☐
4.3	At least one post in four gives people a reason to buy now or reach out	☐
4.4	My posting rhythm is one I can keep for months, not bursts followed by silence	☐
4.5	I look at what worked last month (saves, shares, DMs, sales) and adjust	☐
	Area 4 total	☐ / 25

Fix first

5–12

Common problem: Posting to "stay active", with no link between content and sales.

First fix: Choose three themes for the next 30 days: one that builds trust, one that answers questions, one that sells. Rotate them. Post less if you need to, but post with purpose.

13–19

Common problem: Good content, but inconsistent, or never reviewed.

First fix: Set a realistic rhythm (for example, 3 posts a week) and put a 20-minute review in your calendar at the end of each month. Keep what worked, drop what didn't.

20–25

Your content has direction. Your next gain likely comes from another area.

WRITE IT HERE

My three themes for the next 30 days are...

AREA 5 OF 5

05 From interest to customer

When someone is interested, how easy is it for them to actually buy?

This is where many businesses lose sales they already earned: slow replies, unclear next steps, no follow-up.

	STATEMENT	SCORE 1–5
5.1	I reply to DMs and WhatsApp messages within a few hours during working days	☐
5.2	I have saved replies for common questions (prices, delivery, booking, location)	☐
5.3	Every inquiry gets a clear next step: a booking link, an order form, or a specific question back	☐
5.4	I follow up with people who asked but didn't buy	☐
5.5	I know roughly how many inquiries I get per week and how many become customers	☐
	Area 5 total	☐ / 25

Fix first

5–12

Common problem: Interest arrives, but replies are slow, answer only the question asked, and stop there.

First fix: Write saved replies for your five most common questions. Each one should end with a next step, for example "Would you like me to reserve a slot for Thursday?"

13–19

Common problem: Good replies, but no follow-up and no tracking, so lost sales stay invisible.

First fix: Keep a simple list of everyone who inquired this month. After 3 days, send one friendly follow-up to those who didn't buy. Count how many convert.

20–25

Your conversion path is strong. Protect it as you grow, since this is usually the first thing to slip when you get busy.

WRITE IT HERE

The question I get most, and my new saved reply for it, is…

BRINGING IT TOGETHER

Your results

01	Offer clarity	/ 25
02	Audience fit	/ 25
03	Profile and first impression	/ 25
04	Content direction	/ 25
05	From interest to customer	/ 25
	Total	**/ 125**

Reading your score

Your lowest area is your starting point.
Fix it before adding more content, more ads, or a new platform. Improving your weakest foundation usually does more than polishing your strongest.

If two areas are tied
start with the one that comes first in the order above. Offer clarity supports audience fit, which supports your profile, and so on.

If most areas scored below 13
don't try to fix everything at once. One area per month is a realistic pace, and the changes will add up.

If everything scored above 20
your foundations are strong, and your next step is likely growth: reach, partnerships, or paid ads.

WANT A SECOND PAIR OF EYES?

Book a Digital Marketing Clarity Session

If you'd like help reading your results, or you're not sure why an area scored low, book a Digital Marketing Clarity Session: a 60-minute conversation plus a written diagnostic of your business.

HOW IT WORKS

01

Send your results

Share your completed workbook before we meet, so our time goes to what matters most.

02

We talk it through

A 60-minute conversation about your weakest area: why it scores low and what to change first.

03

You get a written plan within 48 hours

A written diagnostic: what's working, what's not, and your 30-day focus.

Book your Clarity Session →

Questions first? Message me on Instagram at @growthwithtracy or on WhatsApp at +961 81 081180